NOVEMBER 3, 1958 THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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No boredom in the audience: tv viewing back to all-time peak Page 36

Television's seven deadly sins scrutinized by Eastern 4A's Page 46

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Official U.S. Navy Photograph

any time is ***listening*** *time... and* ***radio*** *goes everywhere!*

When the USS Nautilus cruises at periscope level, the crew gets the latest news and entertainment from home via atomic-powered RADIO. And Radio keeps everyone at home company, too—delivering news, entertainment, and your selling message to millions of ears each day. Advertiser after advertiser has proved that Spot Radio saturates markets profitably, economically and quickly.

Radio Division

EDWARD PETRY & CO., INC.

The Original Station Representative

New York • Chicago • Atlanta • Boston • Dallas • Detroit • Los Angeles • San Francisco • St. Louis

WHEELING: 37*TH TV MARKET

*Television Magazine 8/1/57

One Station Reaching The Booming Upper Ohio Valley

NO. 9 IN A SERIES TITANIUM

Pacemaker of progress is the Titanium Metals Corporation of America. Its Toronto, Ohio, plant—in the WTRF-TV area—is the world's first plant designed and instrumented specifically for rolling and forging Titanium mill shapes such as alloy sheets, plates and billets. The hundreds of highly skilled employees of TMCA at Toronto are more reasons why the WTRF-TV market is a *super* market for alert advertisers . . . a market of 425,196 TV homes, where 2 million people have a spendable income of $2½ billion annually.

• Titanium is the 20th Century metal that is stronger than aluminum, lighter than steel, and will withstand temperatures in excess of 800°; it is resistant to salt water, and practically immune to nitric acids, moist chlorine and most chemicals. Titanium is a vital metal in the planes, rockets and missiles program.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv

CHANNEL

For Action at Lowest Cost

86%* of CBS Commercial Time

is ordered on

WTHI-TV
TERRE HAUTE
INDIANA

Channel 10

WTHI-TV

CBS · ABC

*Basis: 1958 Fall Schedule

Bolling Co., New York · Chicago · Dallas · Los Angeles · San Francisco · Boston

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

If You Buy Any Other Television Station in the Dallas-Fort Worth Market....

WE BOTH LOSE MONEY

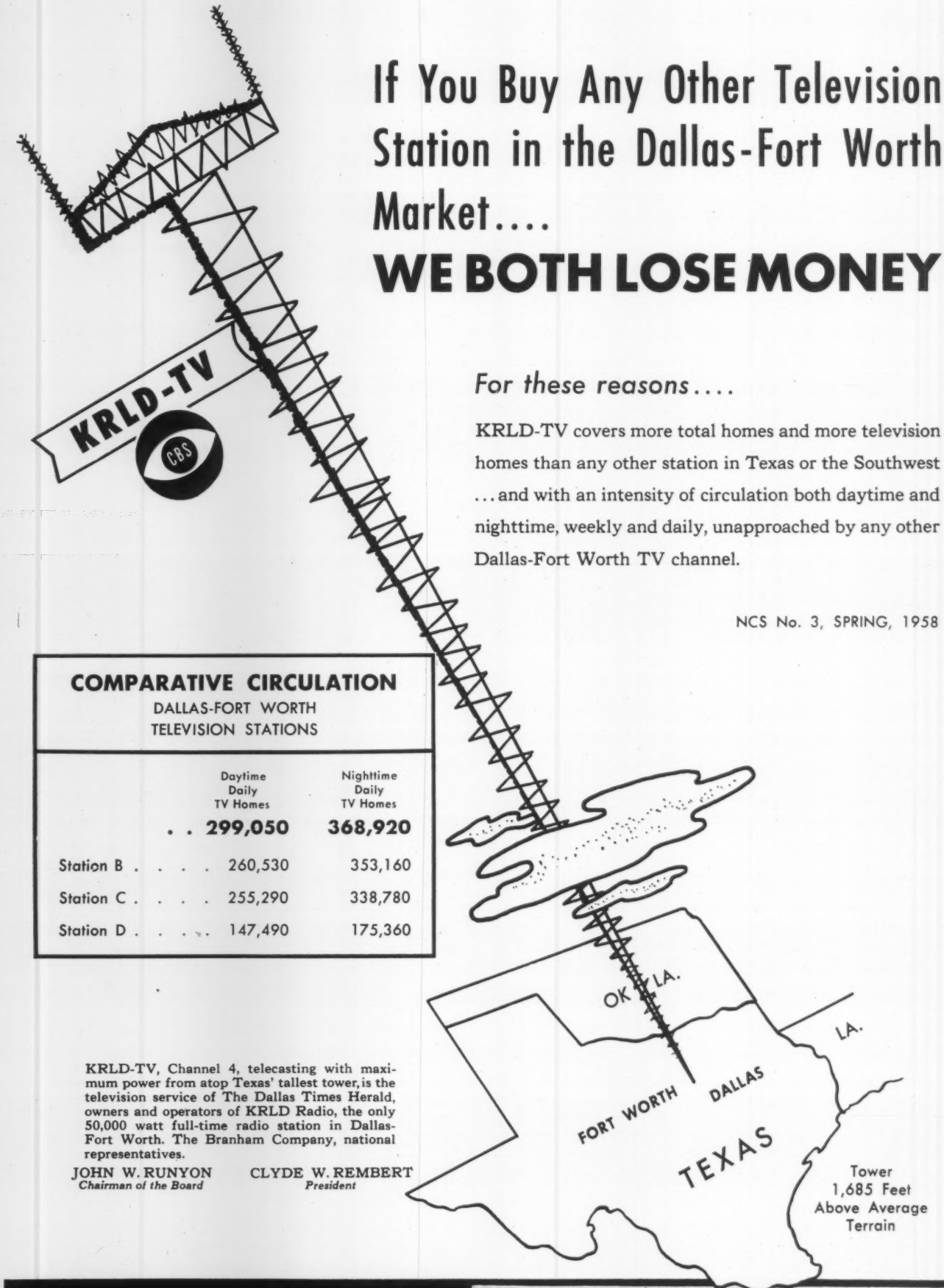
For these reasons....

KRLD-TV covers more total homes and more television homes than any other station in Texas or the Southwest ... and with an intensity of circulation both daytime and nighttime, weekly and daily, unapproached by any other Dallas-Fort Worth TV channel.

NCS No. 3, SPRING, 1958

COMPARATIVE CIRCULATION
DALLAS-FORT WORTH
TELEVISION STATIONS

	Daytime Daily TV Homes	Nighttime Daily TV Homes
	299,050	**368,920**
Station B	260,530	353,160
Station C	255,290	338,780
Station D	147,490	175,360



KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KRLD-TV **CHANNEL 4**
CBS TV FOR DALLAS - FORT WORTH

closed circuit.

COWLES IN MEMPHIS • Veteran broadcaster Hoyt B. Wooten has shaken hands on deal to sell his WREC-AM-TV (ch. 3) Memphis to Cowles Broadcasting Co. for $6 million cash. Mr. Wooten, one of television's few individual proprietors (he has no corporation), established WREC in 1922 and WREC-TV in 1956. Both are CBS affiliated. Mr. Wooten would dispose of entire interest but hold office with new corporate entity to be established by Cowles.

•

Cowles just a year ago sold WNAX Yankton, S. D. and ch. 9 KVTV (TV) Sioux City Iowa to Peoples Broadcasting Corp. for $3 million and at that time announced it would seek replacement properties. Memphis transaction was negotiated with Mr. Wooten by Luther L. Hill, president of Cowles. Other Cowles stations are KRNT Des Moines; WHTN-AM-TV Huntington, W. Va.; 60% of KRNT-TV Des Moines.

•

MORE DEALING • Application for transfer of control of ch. 7 WTRF-TV Wheeling to Dix family, present 30% holders, for approximately $1.8 million will be filed with FCC within fortnight. Present holdings of Bloch-Harris interests (Mail Pouch Tobacco) and News Publishing Co. of West Virginia, would be acquired under transfer, giving Dix group all except about 8% of stock held by Robert W. Ferguson, executive vice president-general manager, who will retain his holdings and continue as operating head. Dix brothers, who now hold approximately 8% each, are Albert D., Martins Ferry; Gordon C., Defiance; Raymond E., Wooster; and Robert C., Ravenna-Kent, all Ohio. Dix family owns newspapers in each of cities, plus WWST Wooster.

•

In addition to impending sale of ch. 10 KBET Sacramento to Corinthian for $4.5 million, and upcoming sale of WREC-AM-TV to Cowles Broadcasting Co. for $6 million (both subject to usual FCC approvals), half dozen transactions involving tv-radio properties currently are in negotiation. They involve stations in East, South, Midwest and Pacific Coast, with prices ranging from $2.5 million to $12 million.

•

THE DISSENTERS • There was no official word on who made up opposition in CBS Radio affiliates convention's 86-to-9 endorsement of network's new "Program Consolidation Plan" (see page 33), but from sources inside that meeting comes report that dissenters were KFRE Fresno, KTHS Little Rock, WHAS Louisville, WWL New Orleans, KWKH Shreveport, KOTK Oklahoma City, WRVA Richmond, WTAG Worcester, Mass., and WJR Detroit.

Seven of eight stations that abstained from balloting on CBS Radio plan (see above) were reported, also unofficially, to be WLAC Nashville, WBRY Waterbury, Conn.; KFH Wichita, KIRO Seattle, KOIN Portland, Ore., WBIG Greensboro, N. C., and WBEN Buffalo. While approval of CBS Radio's new plan was overwhelming, action does not necessarily mean shift to PCP will become effective on all stations Jan. 1. Several stations, notably in Southwest, apparently feel that their affiliation agreements cannot be modified without their consent. Upshot could be changes in outlets in such markets.

•

LIQUOR ADS • At least one of top six distillers in country and also member of Distilled Spirits Institute now is convinced that liquor advertising will eventually be admitted to television. Distiller privately is giving close once-over to tv as vehicle for liquor advertisers, already feels that tv must take "new" ad money as well as cause some shifting of current ad budget allocation.

•

Another sign of possible breakthrough of liquor advertising ban is seen in New England where firm now engaged in bottling of ready-mixed highball is understood to be quietly feeling out station reaction in that part of country. Though its agency has received several standing offers, it's learned that it fears possible adverse public reaction in puritan New England might hurt initial consumer acceptance. Agency may change its mind if its feelers sense sufficient support, would not slot any radio commercials before 8 p.m.

•

RESPITE • FCC lawyers working on political broadcasting problems were looking forward Friday to first non-working weekend in months, following what one attorney called "heaviest" load of Sec. 315 matters in years. He explained FCC this year was on receiving end of more sustained political inquiries and complaints than he could remember. With few exceptions, he pointed out, all questions were answerable by reference to previous FCC rulings.

•

FCC staff study into tv allocations is going beyond technical aspects and into economics. Staff has sent to all operating uhf stations and all vhf stations in intermixed markets request for six-month annual financial statement covering January through June 1958, with request that reports be filed by Nov. 15. Specific mention is made of supplying profit and loss items. FCC assures stations that individual replies will be kept confidential and presumably only weighted averages will be used in its study.

PEEK INTO TASO • While result of two-year-old TASO (Television Allocations Study Organization) have not been published, there's indication that enough has been gleaned to indicate entirely new methods of evaluating tv station coverage and co-channel interference. TASO, initiated in 1956 as "crash" program to develop propagation data for reevaluation of tv allocations, already has spent about three-quarters of million dollars in money, manpower and services; is seeking additional funds or contributed services from industry sources to complete more detailed directional antenna field tests for its report.

•

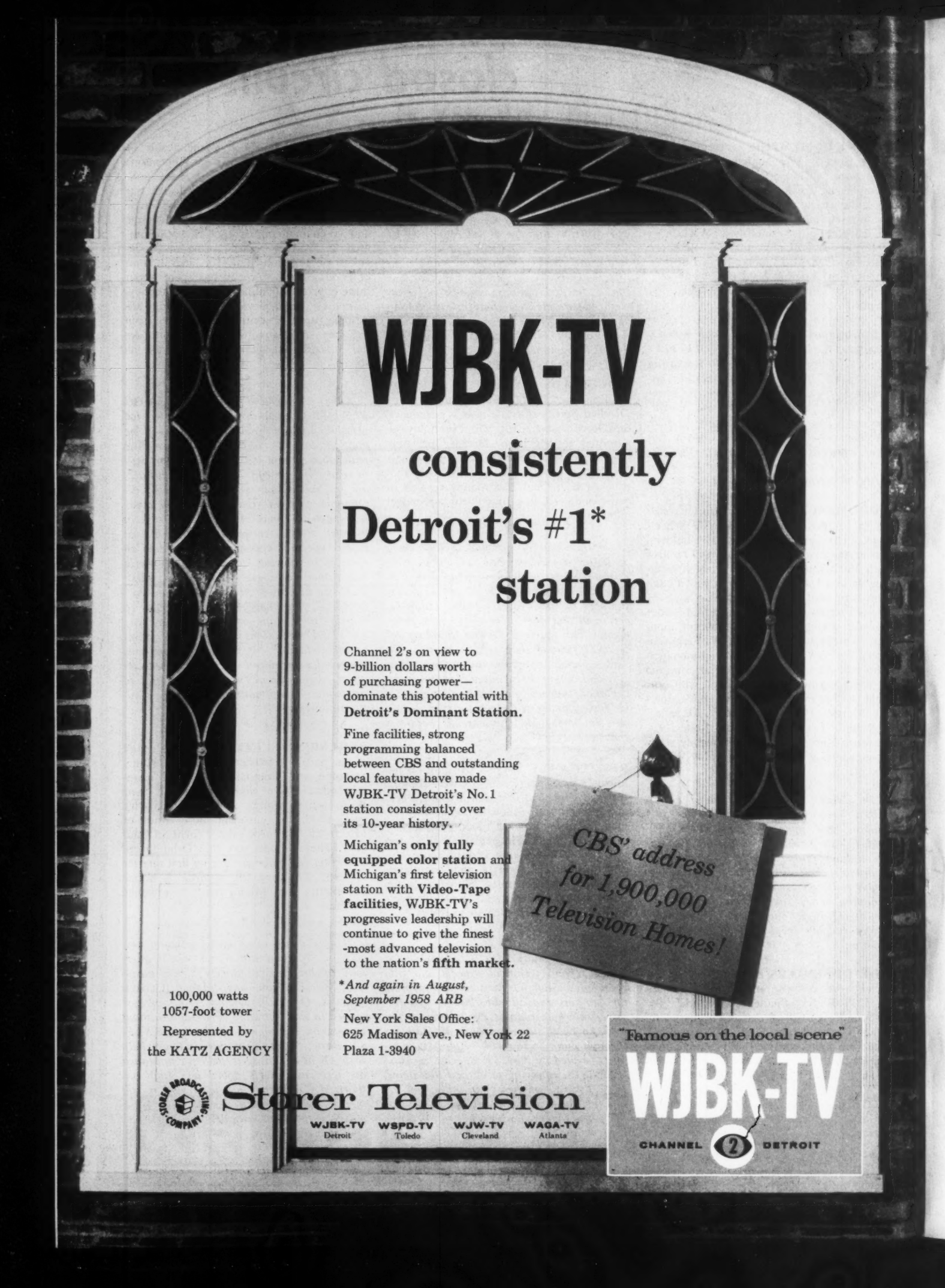
Although deadline for supplying FCC with field data tentatively had been set for year-end, there's some doubt this will be met on nose. U. of Texas is correlating panel reports and it's felt final report will be ready by year-end—but only for printer, not for submission to FCC. Projected directional antenna studies in several areas may extend final, final report several months, it's understood. TASO will not make specific recommendations as to changes in existing standards and criteria but, rather, will supply material on which FCC can determine, after appropriate proceedings, what changes should be made to improve allocations and perhaps pave way for closer operations which would mean accommodation of additional stations. Knowledge acquired regarding precision offset carrier already is proving useful in tightening of operations, it's learned authoritatively.

•

REHEARING SCHEDULE • FCC's staff of ex parte investigators—Messrs. Holtz, Solomon and Brennan of general counsel's office—have almost completed their Boston ch. 5 chores. All signs point, it's understood, to rehearing along lines of Miami ch. 10 proceeding early in January. There's hope, too, that Orlando ch. 9 hearing can be begun during first quarter of 1959. On verge of issuance is notice of inquiry on Miami ch. 7 influence charges.

•

Dismissal of community antenna test case in Montana still leaves whole question of broadcast property rights unsettled. Montana case was dropped [CLOSED CIRCUIT, *Oct. 20*], *when CATV operator agreed to stop "pirating" programs without permission of originating station (KXLF-TV Butte, Mont.), but this isn't any help to NAB in exploring tv field for appropriate test case. NAB board last June authorized CATV test but legal staff is still weeks, maybe months, away from filing suit it hopes will definitely establish station property rights.*


WJBK-TV
consistently
Detroit's #1*
station
Channel 2's on view to 9-billion dollars worth of purchasing power— dominate this potential with Detroit's Dominant Station.
Fine facilities, strong programming balanced between CBS and outstanding local features have made WJBK-TV Detroit's No. 1 station consistently over its 10-year history.
Michigan's only fully equipped color station and Michigan's first television station with Video-Tape facilities, WJBK-TV's progressive leadership will continue to give the finest -most advanced television to the nation's fifth market.
*And again in August, September 1958 ARB
New York Sales Office:
625 Madison Ave., New York 22
Plaza 1-3940
CBS' address for 1,900,000 Television Homes!
100,000 watts
1057-foot tower
Represented by
the KATZ AGENCY
Storer Television
WJBK-TV Detroit
WSPD-TV Toledo
WJW-TV Cleveland
WAGA-TV Atlanta
"Famous on the local scene"
WJBK-TV
CHANNEL 2 DETROIT

THE WEEK IN BRIEF

CBS Radio Salvage Plan—Hoping to get out of the red, network proposes and affiliates endorse plan to "consolidate" and trim programming, eliminate station compensation but substitute free programming for stations to sell locally. Page **33.** Move points up financial plight of radio networks in general. Page **35.**

Cunningham's New Look at Tv—Viewing is at a peak level. There's been no "drop off" says C&W's president, who finds westerns still on top of men viewers' program diet. And radio scores with the housewife in the morning. Page **36.**

Rating Rumble—ANA members will hear it next week at Hot Springs when researcher Myles A. Wallach sets off bombshell with report that tv advertisers aren't getting all they think. Page **38.**

Looking Over the Writer's Shoulder—Is the sponsor a meddling censor? Agency, network and production executives debate that point at Hollywood session. Page **40.**

More Instant Ratings—Nielsen officials hope to have Instantaneous Audimeter ready for commercial service in New York by end of winter, in Chicago soon afterward. Page **40.**

AAAA Eastern Convention — Television commercials, "deadly sins" to avoid in producing them, ways to make them better and NBC Radio's new "memory-vision" concept get attention at annual meeting in New York. Page **45.**

Higher Cost in '59—So predicts Benton & Bowles in estimating advertisers' time and talent tab for network tv shows. Page **48.**

Sheraton Underwrites 'Use Certificates'—Sheraton Corp. of America, hotel chain operator, acquires 51% interest in World Travelers Club Inc., burgeoning due-bill advertising organization for advertisers and media. Page **48.**

Loew's Divorce Plan—Company's board of directors approves proposal to spin off U. S. and Canadian theatres and WMGM New York from Loew's other interests—motion picture studio, tv distribution company, and phonograph record and music publishing companies. Page **52.**

RCA, U.S. Come to Terms—RCA signs consent decree in four-year-old patent antitrust suit brought by government; one provision sets up patent pool for color tv which has possibilities for breakthrough in color set production. RCA fined $100,000 in criminal antitrust indictment. Page **58.**

Still Remanding—Supreme Court returns another tv case because of charges of pressures on FCC; Orlando ch. 9 case sent back to appeals court in light of allegations aired last June before House Oversight Committee. Page **60.**

FCC Opposes Prodding on CATV—Commission tells appeals court it's under no legal obligation to act on individual microwave applications by common carriers serving community antenna systems until it decides overall legal and policy questions in its current inquiry. Page **60.**

Conelrad Crusade—FCC Comr. Lee, "circuit riding" in behalf of Conelrad, urging establishment of emergency communications systems via fm and tv stations for use in case wire lines go out. Page **66.**

Oversight Returns to Ch. 4 Case—Subcommittee headed by Rep. Oren Harris (D-Ark.) to resume probe of Pittsburgh ch. 4 case Nov. 12. Former FCC Chairman George C. McConnaughey to be among witnesses. Page **68.**

Case for WITI-TV Sale—Storer replies to FCC inquiry about proposed Milwaukee purchase, saying no concentration of control is involved, that Storer won't fix rates in combination with its other stations and that WITI-TV offers more chances of survival as an independent than the company's now-dark WVUE (TV) Wilmington. Page **70.**

Power at Stake—Reply comments on FCC clear channel rulemaking indicate the question of higher power for Class I-A stations is a primary concern—even though rulemaking doesn't encompass proposed power boosts. Page **72.**

NBC Again Answers AFTRA Chapter—Network says union wants FCC to interfere in station management and programming, sends FCC copy of its reply to complaint by Sen. Paul Douglas (D-Ill.) Page **74.**

VTR Top Conference Topic—NAB winds up annual series of fall meetings at Washington. Most of all, broadcasters wanted to know about videotape recording. Interest in editorializing was demonstrated by active participation in panel discussions of this subject. Page **81.**

Fm National Network?—Proposal is offered by Ray Stone, Maxon timebuyer. Page **84.**

Competition for the Radio Dollar—Network sales and spot sales must realize they are competing for the same advertising dollar, Arthur Hull Hayes, CBS Radio president, tells CBS Radio Spot Sales meeting. Page **86.**

Radio Networks Aid Tv Networks?—CBS Inc.'s Salant says economic plight of radio networks may prompt Washington regulatory powers to be liberal to tv networks in order to assure radio's well-being. Page **88.**

ABC-TV Fanfare in Pittsburgh—Recites Pittsburgh's industrial growth and ABC-TV's advances there and elsewhere in network presentation at studios of WTAE (TV). Page **88.**

Keep the Customers Yukking—That's the philosophy of Blair-Tv's Bill Vernon as he combines humor with selling along Madison Avenue. Page **95.**

MR. ABRAMS

Jackpot Question—"What's right?" not "Who's right?" is the question to apply in soul-searching advertising decisions, says Revlon's advertising vice president, George J. Abrams, who also serves as ANA radio-tv committee chairman. With the ANA convention less than a week away, he writes in MONDAY MEMO. Page **119.**

DEPARTMENTS

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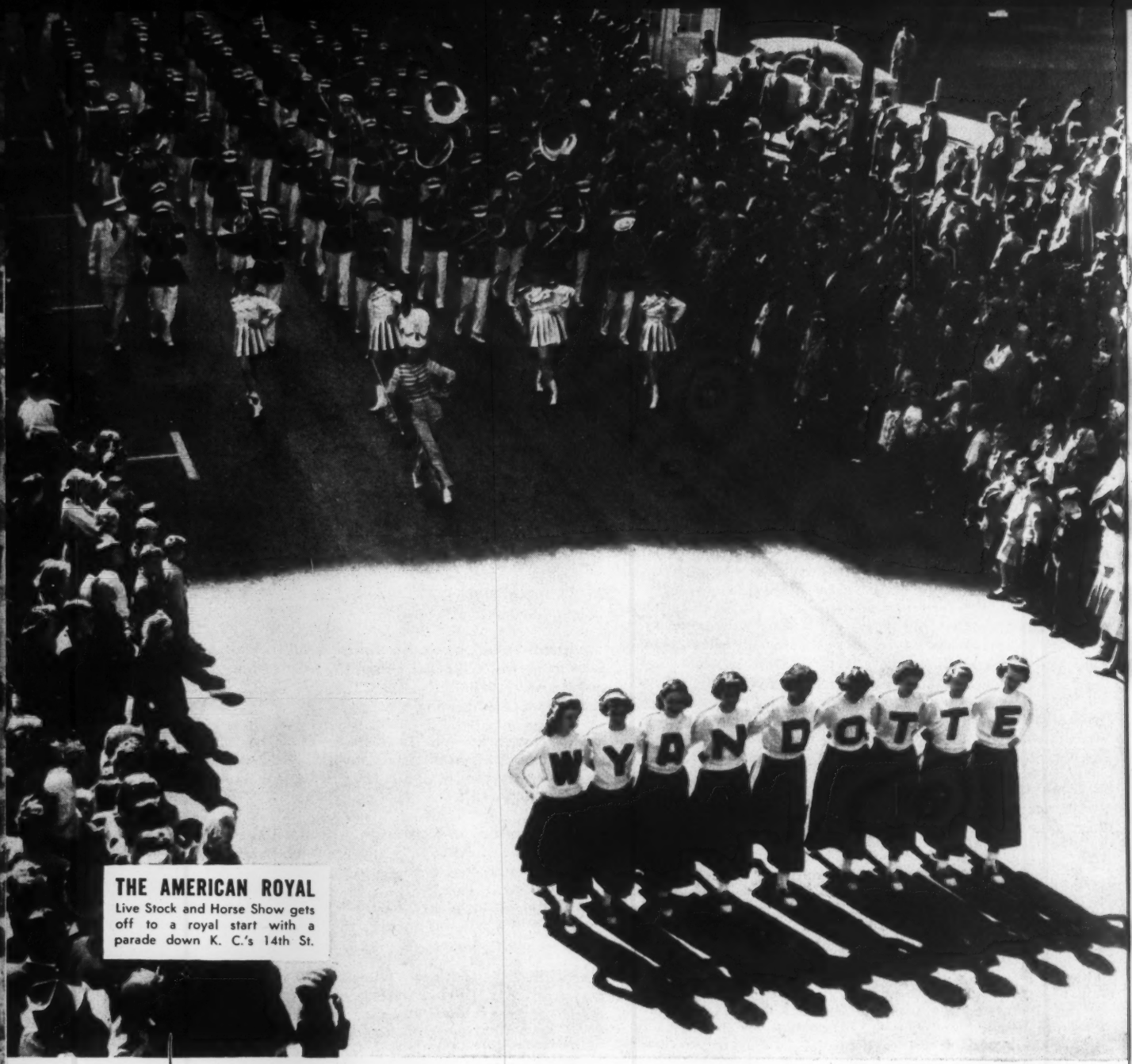
AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP



THE AMERICAN ROYAL
Live Stock and Horse Show gets off to a royal start with a parade down K. C.'s 14th St.

Kansas City loves a parade

Whether it's a parade of mounted policemen and the FFA marching band downtown or Santa Claus arriving at the suburban Prairie Village shopping center.

And Kansas Citians are more than a little fond of the continuous parade of entertainment, news, sports, and public service broadcasting that marches their way over KCMO-Radio.

They like it because KCMO-Radio is tuned to all the family — tots, teenagers, adults with money to spend. And they get the good word clear and strong from KCMO-Radio. It's Kansas City's only 50,000-watt station. It reaches into rural counties in four states.

So why not get on the bandwagon in Kansas City? Up at the head of the parade with KCMO-Radio.

BASIC CBS RADIO
810 kc.
50,000 watts

Kansas City MO-radio

Joe Hartenbower, General Manager

R. W. Evans, Commercial Manager

SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz agency.

Meredith Stations are affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

at deadline

LEE PROPOSES MOVE OF ALL TV TO UHF

Move of all tv to uhf "from many considerations . . . may be the most attractive and practical expedient to a situation which worsens daily," FCC Comr. Robert E. Lee told 1958 eastern women's conference of Advertising Federation of America Saturday (Nov. 1) in Washington.

Comr. Lee said it was "still premature" for him to conclude this is only "reasonable" course left to FCC, but that he's not ready to concede costs of moving to uhf over 5- to 10-year period should "prevent or deter" moving if this is found only practicable way to preserve tv in 470-890 mc band. Average family wouldn't feel too much pinch in paying for uhf conversion, he said.

Referring to plight of uhf broadcasting, Comr. Lee said FCC "is now faced with saving the baby. The medicine may not be pleasant for any concerned. If a major operation is necessary, the prospects of successful surgery must be reasonably clear and imminent." He said he felt confident uhf could be made to work under present difficulties of reception, but thought "adequate field-testing" by either government or industry should come before judgments are imposed on public. Time is "over-ripe" for deciding these questions, he said. He felt there is need for more intensified research to determine dependability of uhf in providing efficient system for tv.

Comr. Lee said that regardless of whether enough frequencies can be obtained from military for 25-vhf-channel tv service, he "seriously questions" whether these will provide "expansion space that the new era demands." Voicing concern over educational tv reservations, he said if uhf were abandoned, fate of these reservations would be "highly conjectural."

Robert R. Newell Elevated To Presidency of C&W

Elevation of Robert R. Newell, executive vice president responsible for administration of Cunningham & Walsh's operations, to president of agency is announced today (Nov. 3). He succeeds John P. Cunningham who continues as chairman of board. Also elected to new posts: William W. Mulvey, senior vice president in charge of marketing services, to executive vice president, and Carl R. Geigerich, senior vice president, to chairman of executive committee.

In statement accompanying Mr. Cunningham's announcement Mr. Newell emphasized Cunningham & Walsh's "new four-man operating team to face the future growth and development of the agency." C&W's team: Messrs. Cunningham, Newell, Mulvey and Geigerich.

Mr. Newell has been with C&W over 25 years, serving in several capacities including copy chief, then director of creative services and executive vice president in 1955. He also has been chairman of C&W's operations and finance committees and director of client service. Mr. Mulvey, whose agency background includes BBDO, Kenyon & Eckhardt and Maxon, joined C&W in 1954; was elected vice president in May, 1956; senior vice president, member of executive committee and board of directors six months later; has account responsibilities and has been in charge of marketing services (marketing, merchandising, research and media departments). Mr. Geigerich served agency more than 24 years, principally in creative and contract areas, is director of all creative services and continues to direct and supervise important client business.

BITERS OF HANDS

In instance of biting hands that feed them, number of well-known radio-tv stars are teaming up in new editorial promotion film by Shamus Culhane Productions for Curtis Pub. Co. Film, written by *Satevepost* cartoonist Ted Key, is satirical "adult eastern" titled *Showdown at Ulcer Gulch* (Madison Ave., that is) and stars Orson Bean, Bing Crosby, Bob Hope, Ernie Kovacs, Groucho Marx and "other friends" of magazine. It will be screened tomorrow (Nov. 4) to various advertising executives who, Curtis said, have "tired blood" from watching too many statistical reports.

RCA Sees 'Sound Investment' In Expenditures for Color

RCA issued statement Friday to clarify some newspaper reports it had lost $130 million on color tv, references having been made on accounts of RCA-Justice Dept. consent decree (see page 58). Statement declared RCA and NBC have spent almost $130 million in development and introduction of color tv, including scientific and engineering development, manufacturing facilities, broadcast facilities, and programming and promotion.

"We regard these expenditures as a sound investment," RCA said, "in pioneering a new and important service to the public." Statement declared that RCA spent more than $50 million in pioneering black-and-white tv and "that investment was returned many times over." RCA said it expects investment in color tv to produce similar results. "RCA believes today, more than ever before, that the future of television lies in color," company said.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 36.

ELECTION SPECIAL • P. Lorillard Co. (Kent cigarettes) and Whitehall Labs. Div., American Home Products (Anacin) signed for sponsorship of CBS-TV news coverage of 1958 elections. Coverage starts 9 p.m. tomorrow (Nov. 4) until control of 86th Congress has been decided. Lennen & Newell is Lorillard's agency; Ted Bates services American Home.

COCOA PUFF TEST • General Mills (Cocoa Puff cereal), Minneapolis, set to launch test tv campaign this week in 100 scattered markets throughout country, buying into children's programs. Agency: Dancer-Fitzgerald-Sample, N. Y.

SPOTS FOR GENIE • Colgate-Palmolive's answer to Lestoil, Genie, starting to sign 52-week spot schedules this month in both radio and tv, already is understood to have lined up 50 markets. Agency: Street & Finney, N. Y.

GENERAL FOODS BUYING • General Foods Corp. (Minute potatoes), White Plains, N. Y., is beginning five-week spot tv campaign in six scattered markets today (Nov. 3), utilizing daytime minutes. Agency: Foote, Cone & Belding, N. Y.

HOLIDAY PUSH • Bourjois Inc. (Evening in Paris perfumes,) launching three-week pre-Christmas tv spot push in excess of 100 markets starting Dec. 1. Buying, not yet completed, being done by Lawrence C. Gumbinner Adv., N. Y.

DUPONT ADDING • E. I. DuPont de Nemours Inc., Wilmington, Del., which earlier in fall began using tv spot to promote nylon carpeting, supplementing present schedule with additional markets, concentrating on women's shows. Agency is BBDO, N. Y.

WCHV Charlottesville, Va., Sold

WCHV Charlottesville, Va., sold by Charles and Emmalou Barham to Eastern Broadcasting Corp. for $200,000, it was announced Friday. Eastern's principal stockholder is Roger A. Neuhoff and wife. Mr. Neuhoff is sales planning coordinator at WRC-TV Washington. Station, ABC affiliate on 1260 kc with 5 kw day, 1 kw night, had been sold to Nash L. Tatum Jr., announcer at WCHV, but sale was not consummated. Current sale handled by Blackburn & Co.

at deadline

Independent Senate Candidate Held Entitled to Equal Time

FCC Friday knocked the props from under argument by KBMB-TV Bismarck, N.D., against giving free time to A. C. Townley, independent candidate for U. S. Senate, equal to that given Democratic candidate Raymond Vendsel. Both seek to unseat incumbent GOP Sen. William Langer.

Station had refused time to Mr. Townley, taking position he was not legally qualified candidate because he was not "duly nominated" by "commonly known" political party, did not have permanent residence in North Dakota, his eligibility to serve if elected was questionable, and he did not appear on KBMB-TV in his own behalf as candidate.

FCC contacted state attorney general, who said records show Mr. Townley to be legally qualified. FCC relayed this information to KBMB-TV, adding that "any appearance" on radio-tv by candidate constitutes use under Communications Act.

AT&T Files Temporary Boost In Rates for Teleprinter Service

AT&T filed Friday new temporary teleprinter rate increases, following FCC permission last week to withdraw earlier tariff which has been target of more than 20 individual protests. New tariff meets conditions imposed by FCC. New charges will go into effect Dec. 1 unless suspended by FCC; if allowed, rate increases will boost AT&T's earnings about $8.4 million annually, with average increase about 19%. Last summer AT&T asked FCC to approve $11 million increases averaging 25%, but Commission suspended tariffs pending hearing. Among objectors is NAB which last week sharply criticized AT&T effort to raise teleprinter rates on temporary basis without waiting for action on higher permanent basis. NAB called for "full and adequate" hearing upon nature and justification for interim rate increases. FCC hearing on increases is scheduled for Nov. 12.

HOW IT HAPPENED

They said in Great Britain "it will never happen here" when charges of irregularities were made against the United States *Twenty-One* quiz program. A British competitor, Stanley Armstrong, charged he had been supplied advance tips to questions on the contest in that country. Mr. Armstrong complained to Independent Television Authority which called in former attorney general, Sir Lionel Heald to make investigation. Complainant was bumped off show after winning 30 pounds ($84).

FCC Claims Inability to Act On California Clergy Protests

FCC Friday told protesting California clergymen—all of whom raised ned about injection of "religious bigotry" in radio spots on controversial Proposition 16 (see page 74)—that its hands were tied since there wasn't time to follow procedure in this instance.

Proposition 16 provides for repeal of tax exemptions for private and parochial schools. Adherents, through paid radio copy which ran last week, charged Roman Catholic hierarchy had issued orders to all Catholics in California to oppose referendum and implied President Eisenhower and Vice President Nixon favored item.

Telegram sent to eight ministers—not all RC clergy—and one organization stated it is FCC practice to advise stations of complaints and afford them opportunity to comment. Since protest telegrams did not identify stations, Commission said it was unable to act. Telegram related provisions of no censorship section of Communications Act, advised that selection of broadcast material is responsibility of licensee and that Commission has held that when licensee broadcasts one side of controversial issue he has responsibility to see that opposing viewpoint is presented.

NBC Appraises CBS Radio Plan

"I sincerely hope that every network can finalize on a formula which will make it a strong competitor," Matthew J. Culligan, executive vice president in charge of NBC Radio, said Friday. He was commenting on CBS Radio's new "Program Consolidation Plan" (early story page 33). "The NBC Radio Network developed its pattern for progress over two years ago," he continued, "and proved the logic of that pattern by moving to a point where NBC Radio now has 48% of the sponsored hours on three networks (figures for other network, Mutual, are not available)." In past, CBS has challenged NBC Radio's 48% claim as meaningless, on grounds that commercial formats are not comparable.

ABC-TV Plans Co-Op Promotion

New co-op audience-promotion advertising campaign authorized by ABC-TV in meeting last week with managers and promotion men from affiliates in number of so-called "Trendex cities" (those covered in Trendex multi-city surveys, where all three networks compete). Officials say meeting was held to discuss promotion, exploitation, advertising and programming—for nighttime programs as well as day—and also to prepare for meeting of all ABC-TV primary affiliates Nov. 19 in New York.

PEOPLE

MANN HOLINER, onetime partner in Lennen & Mitchell (now Lennen & Newell) and producer of such radio programs as *Hollywood Playhouse* and *Bob Benchley Show,* shot and killed himself late Thursday in Hollywood. He was 60.

THOMAS C. DILLON, vice president and director of BBDO, Los Angeles, named head of marketing, research and media for agency, effective Jan. 1, 1959, assuming responsibilities in these areas which have been held by **FRED B. MANCHEE,** who last week submitted his resignation as executive vice president-treasurer of BBDO, New York, effective Dec. 31 (see story, page 48).

RAYMOND W. WILD, vice president, MCA-TV, to Gross-Krasne-Sillerman Inc., as vice president for central division, Chicago.

CALVIN MERRICK, formerly art director and supervisor for Grant Adv. and Leo Burnett Co., announces opening of own specialized art consultant service in Pure Oil Bldg., Chicago, effective today (Nov. 3). He has planned and directed such accounts as Dodge, Pure Oil, Quaker Oats, Meat Institute, RCA, Admiral Corp. and Firestone.

ROBERT B. TWIDDY, formerly advertising director of Philip Morris, N. Y., has joined Kenyon & Eckhardt, N. Y., as account executive.

DONALD C. PALMER, former account executive at KGFJ Los Angeles and KFOX Long Beach, to manager of newly-opened L.A. office of Meeker Co., station representative, at 6362 Hollywood Blvd.

Miami Deadline Deferred

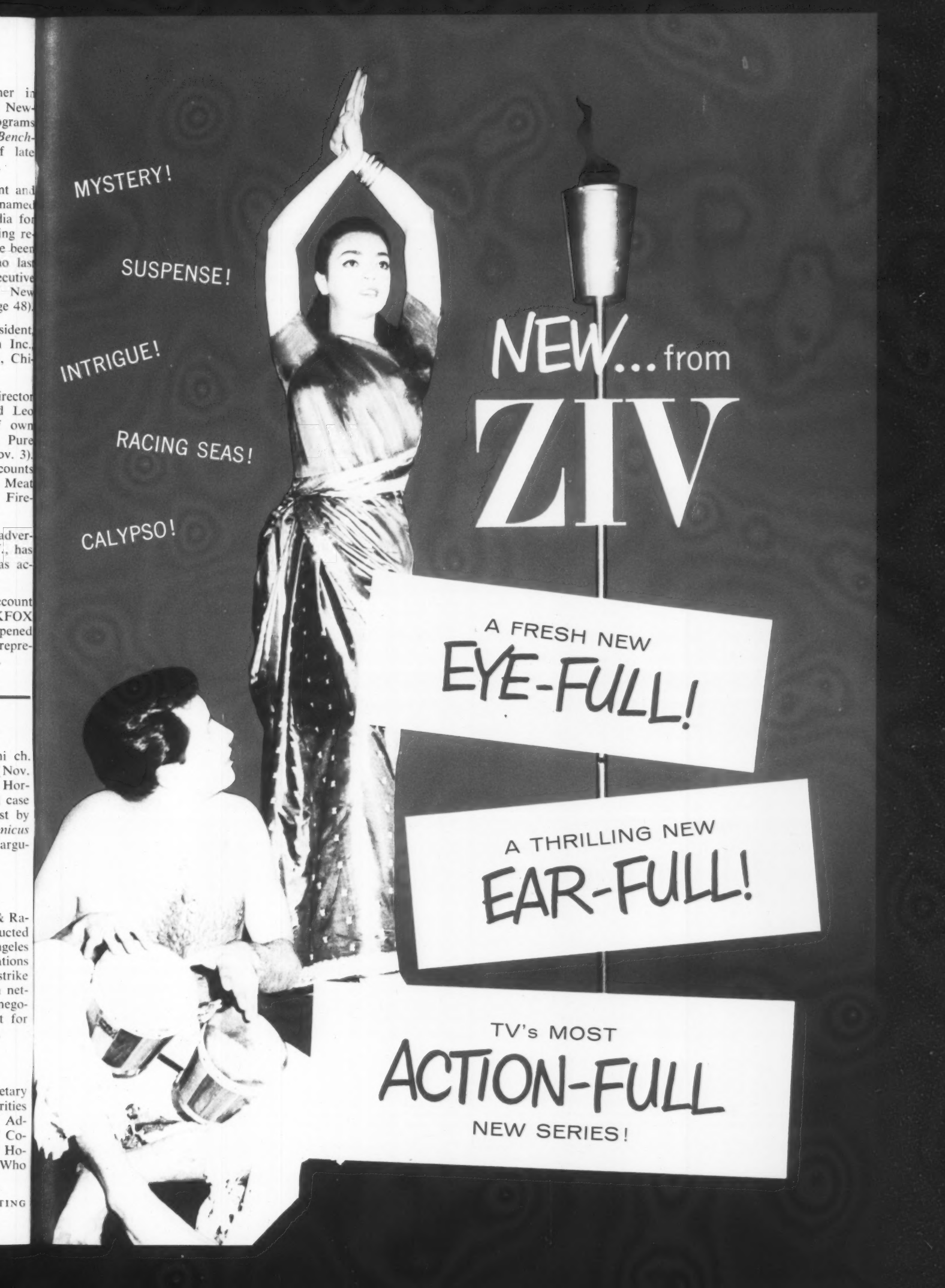
Deadline for filing briefs in Miami ch. 10 rehearing was moved from today (Nov. 3) to next Monday (Nov. 10). Judge Horace Stern, special examiner who heard case in September, approved Friday request by Justice Dept. for extension. Justice is *amicus curiae* in proceeding. Date for oral argument still remains Nov. 17.

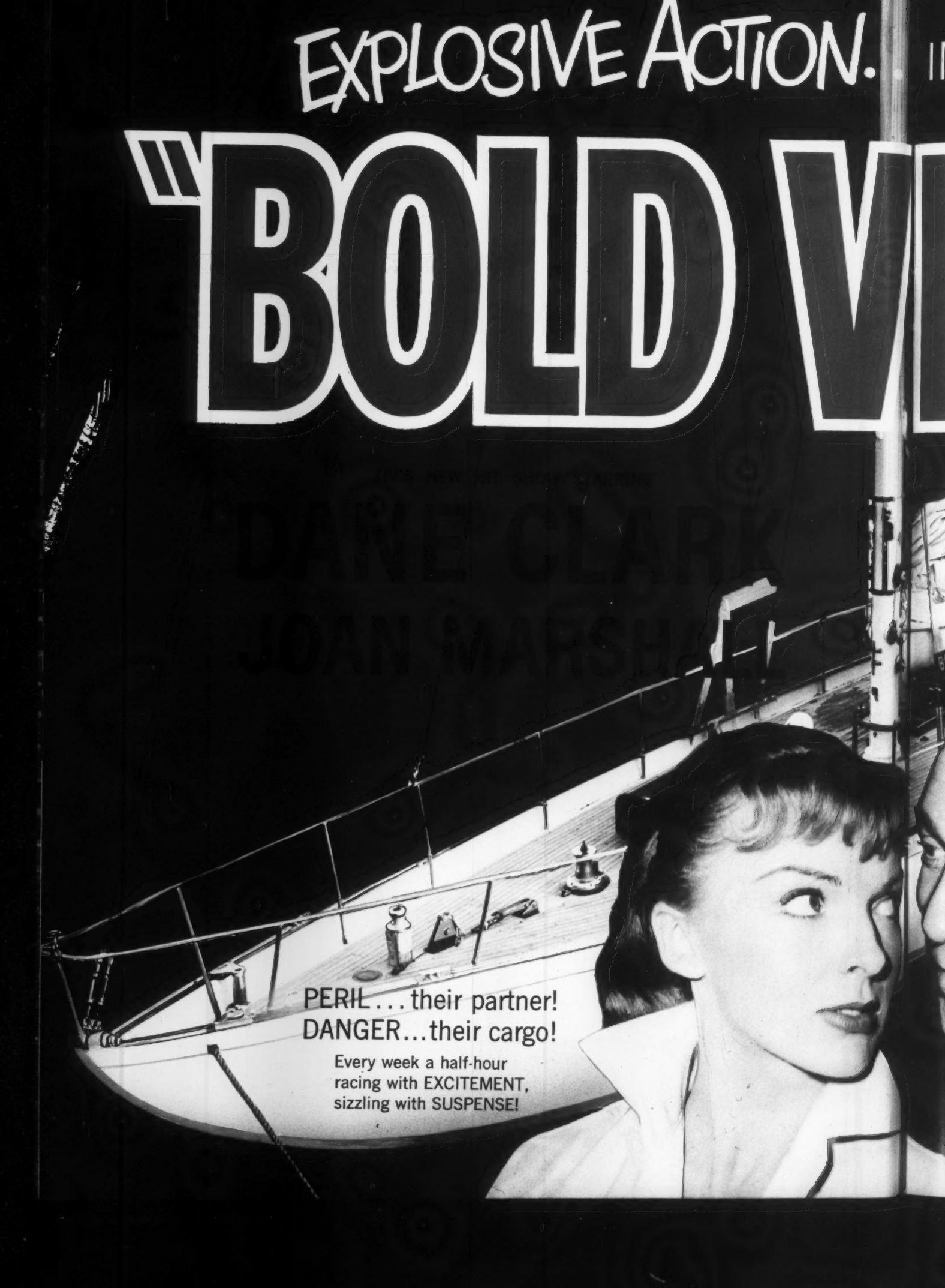
AFTRA Alerts Locals to Strike

American Federation of Television & Radio Artists is understood to have instructed local leadership in New York, Los Angeles and Chicago to begin making preparations for possible radio and tv network strike after Nov. 15, when current pact with networks ends. Main stumbling block in negotiations: rate and method of payment for videotaped programs and commercials.

D. C. Bar Group to Meet

J. Sinclair Armstrong, assistant secretary of Navy and former chairman of Securities & Exchange Commission, will address Administrative Law Section of District of Columbia Bar Assn. Nov. 6 at Mayflower Hotel, Washington. His subject will be "Who Oversees the Oversighters?"


MYSTERY!
SUSPENSE!
INTRIGUE!
RACING SEAS!
CALYPSO!
NEW... from
ZIV
A FRESH NEW
EYE-FULL!
A THRILLING NEW
EAR-FULL!
TV's MOST
ACTION-FULL
NEW SERIES!


EXPLOSIVE ACTION.
"BOLD V
PERIL... their partner!
DANGER... their cargo!
Every week a half-hour
racing with EXCITEMENT,
sizzling with SUSPENSE!

IN THE COLORFUL CARRIBBEAN!

VENTURE"

From the Florida Keys to Trinidad...

ADVENTURE

in every port of call!

A HERO you'll always remember . . .

A HEROINE you'll never forget!

ZIV Television

ZIV'S NEW ONE-OF-A-KIND SERIES . . .

"BOLD VENTURE"

MORE
ACTION
PER MINUTE!

MORE
OUTDOOR ADVENTURE
PER HALF HOUR!

MORE
HEROIC DRAMA
PER WEEK!

. . . to give YOU More VIEWERS!
More SALES! More PROFITS!

Compelling MERCHANDISING and PROMOTION AIDS help you win immediate audience acceptance, build market-wide interest and enthusiasm, pave the way to greater selling success!

ZIV Television

starring DANE CLARK • JOAN MARSHALL

BELL SYSTEM SCIENCE SERIES

The bold imagination which made the first Bell System programs exciting adventures into unknown worlds for the home viewer was unhappily absent Oct. 23, when the first of this season's series, "Gateways to the Mind," was broadcast on NBC-TV. What had been looked forward to as an interesting, informative hour turned out to be an exposition of the physical-physiological-psychological process by which physical sensations are translated into mental experiences. The subject is standard high school fare and, presented simply and factually, is of interest to most teenage students. But the process is generally understood and nothing new was added by "Gateway," either by the sprightly educator Frank Baxter or the producers. Personifying the senses by giving each a cartoon character who traveled from a sense organ through the nervous system to the brain (pictured as a sort of master control room) did more to reduce the proceedings to the juvenile level than to make them interesting to adults. All in all, "Gateways to the Mind" was an elaborately presented bore.

Production costs: Approximately $375,000.
Sponsored by The Bell Telephone Companies through N. W. Ayer & Son, N. Y., on NBC-TV, Oct. 23, 8-9 p.m., EST, in color and black-and-white.
Produced on film by Warner Bros. under personal supervision of Jack L. Warner; producer-director: Owen Crump; writer: Henry F. Greenberg.
Special advisers: Dr. George Wald, principal adviser; Dr. Frederick Crescitelli, consultant; board of scientific advisers: Dr. Ralph Bown, chairman; Dr. Warren Weaver, vice chairman; Dr. George W. Beadle, Dr. John Z. Bowers, Dr. Paul Burkholder, Dr. Farrington Daniels, Dr. Maurice Ewing, Dr. George R. Harrison, Dr. Clyde Kluckhorn, Dr. John R. Pierce; executive co-ordinator: Donald Jones.

THE HIDDEN REVOLUTION

"Man, having conquered the physical world, has failed to conquer himself. That is the tragic paradox of this atomic and sputnik age." These words of Prime Minister Nehru of India suggested the theme for *The Hidden Revolution*, a six-part Unit One production of CBS News' public affairs department.

If man has been unable to meet the challenge created by accelerated technology, CBS News, at least, can be praised for its outstanding analysis of the hidden forces (social consequences of scientific discovery) at work in America today. Narrator Edward R. Murrow was at the helm of this "journey through change," which took cognizance of the unprecedented demands on America's social institutions.

Taped statements by leaders in both the scientific and non-scientific fields were tied effectively by Mr. Murrow into provocative discussion. Ports of call on CBS' itinerary: natural resources (plundered); the "exploding metropolis" ("blacktop" culture); "corporate living" (conformity); politics (today's politician lacks the scientist's curiosity); government (complex life acquires more of it); national defense (nuclear age weapons controlled by horse-and-buggy-day thinkers); agriculture (fewer but larger farms); future space age developments (fresh water from the seas, electricity from controlled nuclear fusion), and others.

Deep research, superb editing and the remarkable sense of urgency in Mr. Murrow's delivery were successfully combined in a realistic appraisal, as concise but yet complete as is possible in a one-hour presentation.

Production costs: Approximately $10,000.
Sponsored by Nationwide Insurance Co. through Ben Sackheim Inc. on CBS Radio in six one-hour parts, subsequent times to be announced. Started Oct. 22, 8-9 p.m. EDT.
Executive producer and writer: James Flemming; associate producers: Richard F. Siemonowski, Arthur Rabin.

THE RED SELL

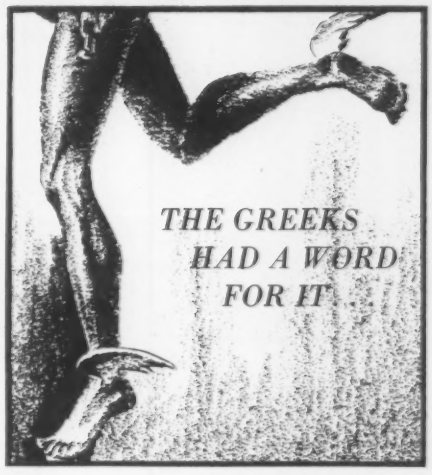
It is ironic that a nation of supersalesmen and advertising tycoons should find itself stultified in the international battle for the mind of man. More so when one considers the crudeness and baldness of Soviet propaganda since it is manufactured, assembly-line style, by men and women who only yesterday emerged out of their dark ages.

This, in essence, was "the message" contained in a two-part study of "The Red Sell." The first part—premiering the second season of CBS-TV's award-winning *The Twentieth Century*—was shown Oct. 26. A sequel, "Report From the Targets," was seen last week in the 6:30-7 p.m. EST slot.

Part I — subtitled "The Propaganda Mill"—was fast-moving, exciting and raw stuff detailing not only the workings of Agitprop, the central committee's propaganda arm, but also showing heretofore classified films produced in Moscow and secreted across the Iron Curtain by sources CBS producer Burton (Bud) Benjamin declines to identify. Part II—in which a host of CBS newsmen commented on the effectiveness of the Soviet program to isolate and discredit the West—failed to live up to the crispness and pace of Part I of the show. There was too much hedging, too little concrete sampling of the Soviet successes. Only Cairo correspondent Frank Kearns was frank enough to admit to USIA's failure and Agitprop's triumph. Said he: "I'm depressed and tired . . . of watching the Communists win almost every single battle. . . . It's not only later than we think. . . . It's almost too late."

The stock list of superlatives hardly covers *The Twentieth Century*. Suffice to say—even with the inherent weakness of the follow-up report—these two programs did not detract from the standing of the series. It's a good thing the Prudential Insurance Co. of America does not maintain a Moscow bureau; surely it, too, would be closed this day.

Production costs: Approximately $85,000 for two-week sequence.
Sponsored by Prudential Insurance Co. of



MERCURY
ΣΠΟΥΔΗ
SPEED

. . . . . all right, all right, we *know* his Greek name is Hermes, but out here in Ohio, we like to call him by his plain everyday Latin name of Mercury.

Now—in very olden times, when the gods hung around Mount Olympus, doing the nectar and ambrosia bit, Mercury sped around the place on his winged feet, acting as Messenger for Zeus, and spreading the news around among the gods. The gods probably were very fond of Mercury, because without him to tell them what was going on, they'd have had to scrounge around and get the news as best they could.

No doubt about it, Mercury was the fastest kid of his day, but in this electronic century, he'd be way out of date. For instance (and here comes the commercial) he couldn't compete today with WCKY's Newsbeat. Cincinnatians know they can depend on WCKY's Newsbeat to bring them the news of the day, and we do mean fast! Most local stories are heard FIRST on WCKY's 33 Newsbeats a day. All Cincinnati is speedily informed of what goes on locally and nationally in concise, up-to-the-minute newscasts on the hour and half hour. Cincinnati relies on WCKY for news, because Cincinnatians know that WCKY brings them the news first!

. . . . . If you'd like to know more about WCKY and how it can sell your product, call Tom Welstead at WCKY's New York Office, or AM Radio Sales, Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

How
DEEP
is the
MARKET?

How
HIGH
is the
COST?

PETERS, GRIFFIN,

S P O T R A

NEW YORK 250 Park Avenue Yukon 6-7900	**CHICAGO** Prudential Plaza Franklin 2-6373	**DETROIT** Penobscot Bldg. Woodward 1-4255	**HOLLYWOOD** 1750 N. Vine St. Hollywood 9-1688
ATLANTA Glenn Bldg. Murray 8-5667	**DALLAS** 335 Merchandise Mart Riverside 7-2398	**FT. WORTH** 406 W. Seventh St. Edison 6-3349	**SAN FRANCISCO** Russ Building Yukon 2-9188

Pioneer Station Representatives Since 1932

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Pioneer Station Representatives Since 1932

Reach or frequency – or both – is a media question that can make big differences in sales results. But there is a way, with Spot Radio, to get the best combination for your advertising.

The PGW Colonels have the Answers...

Your sales objectives can be accomplished by the best strategy for each individual market. There's no need to compromise with one plan. Let us consult with you in developing a thorough market-by-market campaign.

THE CALL LETTERS OF THE SALES GETTERS
West
KBOI—Boise 5,000
KGMB-KHBC—Honolulu-Hilo 5,000
KEX—Portland 50,000
KIRO—Seattle 50,000
Midwest
WHO—Des Moines 50,000
WOC—Davenport 5,000
WDZ—Decatur 1,000
WDSM—Duluth-Superior . . 5,000
WDAY—Fargo 5,000
WOWO—Fort Wayne 50,000
WIRE—Indianapolis 5,000
KMBC-KFRM—Kansas City 5,000
WISC—Madison, Wis. . . . 1,000
WMBD—Peoria 5,000
East
WBZ+WBZA—Boston and Springfield 51,000
WGR—Buffalo 5,000
KYW—Cleveland 50,000
WWJ—Detroit 5,000
WJIM—Lansing 250
KDKA—Pittsburgh 50,000
Southwest
KFDM—Beaumont . . . 5,000
KRYS—Corpus Christi . . 1,000
WBAP—Fort Worth-Dallas 50,000
KTRH—Houston 50,000
KENS—San Antonio . . . 50,000
Southeast
WCSC—Charleston, S. C. 5,000
WIST—Charlotte 5,000
WIS—Columbia, S. C. . . . 5,000
WSVA—Harrisonburg, Va. 5,000
WPTF—Raleigh-Durham . 50,000
WDBJ—Roanoke 5,000

N, WOODWARD, INC.

A D I O

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KIRO—Seattle 50,000
Midwest
WHO—Des Moines 50,000
WOC—Davenport 5,000
WDZ—Decatur 1,000
WDSM—Duluth-Superior . . 5,000
WDAY—Fargo 5,000
WOWO—Fort Wayne 50,000
WIRE—Indianapolis 5,000
KMBC-KFRM—Kansas City 5,000
WISC—Madison, Wis. . . . 1,000
WMBD—Peoria 5,000
East
WBZ+WBZA—Boston and Springfield 51,000
WGR—Buffalo 5,000
KYW—Cleveland 50,000
WWJ—Detroit 5,000
WJIM—Lansing 250
KDKA—Pittsburgh 50,000
Southwest
KFDM—Beaumont . . . 5,000
KRYS—Corpus Christi . . 1,000
WBAP—Fort Worth-Dallas 50,000
KTRH—Houston 50,000
KENS—San Antonio . . . 50,000
Southeast
WCSC—Charleston, S. C. 5,000
WIST—Charlotte 5,000
WIS—Columbia, S. C. . . . 5,000
WSVA—Harrisonburg, Va. 5,000
WPTF—Raleigh-Durham . 50,000
WDBJ—Roanoke 5,000

N, WOODWARD, INC.

A D I O

Smart advertisers take the KOA-Radio route to the Rocky Mountain West. No other medium in this rich Western market can compare with KOA for:

COVERAGE: KOA travels into 302 counties of 12 states... covering over 1,100,000 square miles and populated by approximately 4½ million people.

POWER: KOA's powerful 50,000 watt voice is heard throughout the West... reaching listeners on *both* sides of the Continental Divide.

ACCEPTABILITY: KOA programming is carefully planned for listener enjoyment. Since 1924, KOA-Radio has been a respected friend to Westerners. They have learned to depend on popular KOA and NBC personalities and programs for truly informative and entertaining radio listening.

SALES: The KOA-Radio route is the West's best way to sell your product to over 4 million potential customers. Remember, it's *results* that count!

GET ON—
STAY ON*—KOA-RADIO!
It's the only station you need to route your product directly to the entire Western market.

(*most advertisers do!)

50,000 Watts • 850 Kc
KOA DENVER Radio
One of America's great radio stations
NBC
Represented nationally by
Henry I. Christal Co., Inc.
9/58

America through Reach, McClinton & Co. on CBS-TV, Sunday, 6:30-7 p.m., EST. Oct. 26 and Nov. 2.

Producer: Burton Benjamin; associate producer: Isaac Kleinerman; writers: Marshall Flaum, Marvin L. Kalb; photographers: Wade Bingham, Paul Bruck, Martha Talreja, Veikko Itkonen, Peter Glushanok; film editors: Robert Collinson, Aram Boyajian; film researchers: Mel Stuart, James McDonough; production manager: Robert Asman; narrator: Walter Cronkite.

77 SUNSET STRIP

ABC-TV's entry into the crime-with-sophistication program class, *77 Sunset Strip,* started its regular weekly 60-minute telecasts Oct. 17, following a 90-minute introductory program, made for theatre exhibition but used on the air at the sponsors' insistence, despite a somewhat different line-up of characters than is employed in the tv series.

In "Lovely Lady, Pity Me," which began the hour-long program the following week, a lovely lady in distress (Jeanne Cooper) is rescued from the clutches of a dastardly blackmailer (Peter Breck) by the blackmailer's employer, private detective Efrem Zimbalist Jr. In the process Mr. Zimbalist, or Stuart Bailey as he is called in the series, finds himself entwined with a voluptuous blonde (Kathleen Crowley), embarrassed by the dead body of the blackmailer in his (Bailey's) office and almost imprisoned for the murder by the blonde's machinations.

Co-star Roger Smith, as Jeff Spencer, Bailey's partner, did not have a great deal to do in the initial show, but did that little pleasantly. Edward Byrnes, as a jive-talking parking lot attendant, and Jacqueline Beer, as the detectives' secretary and switchboard operator, are unusual characters that make attractive members of the continuing cast. Another regular is Barney Phillips in the role of Police Officer Coletti, an essential staple of all crime shows.

Characters in *77 Sunset Strip* hang out in Dino's, a reasonably accurate copy of an actual establishment on the actual Sunset Strip owned by Dean Martin, who may actually make an appearance some time during the series. If *Strip* maintains its starting pace, it could provide some good relaxed televiewing, at a strictly noncerebral level.

Production costs: Approximately $82,000.
Sponsored by Whitehall Lab. Div. of American Home Products, Carter Products and American Chicle Co. through Ted Bates, Ford Div., Ford Motors through J. Walter Thompson, and Harold F. Ritchie Co. through Kenyon & Eckhardt, on ABC-TV, Friday, 9:30-10:30 p.m. EST. Started Oct. 10.

Produced by Warner Bros.; executive producer: William T. Orr; producer: Howie Horowitz; director: Douglas Heyes; written by James O'Hanlon and Douglas Heyes, based on a novel by Roy Huggins.

BOOKS

TELEVISION ADVERTISING by Clark M. Agnew and Neil O'Brien. Published by McGraw Hill Book Co., New York City. 330 pages. $9.50.

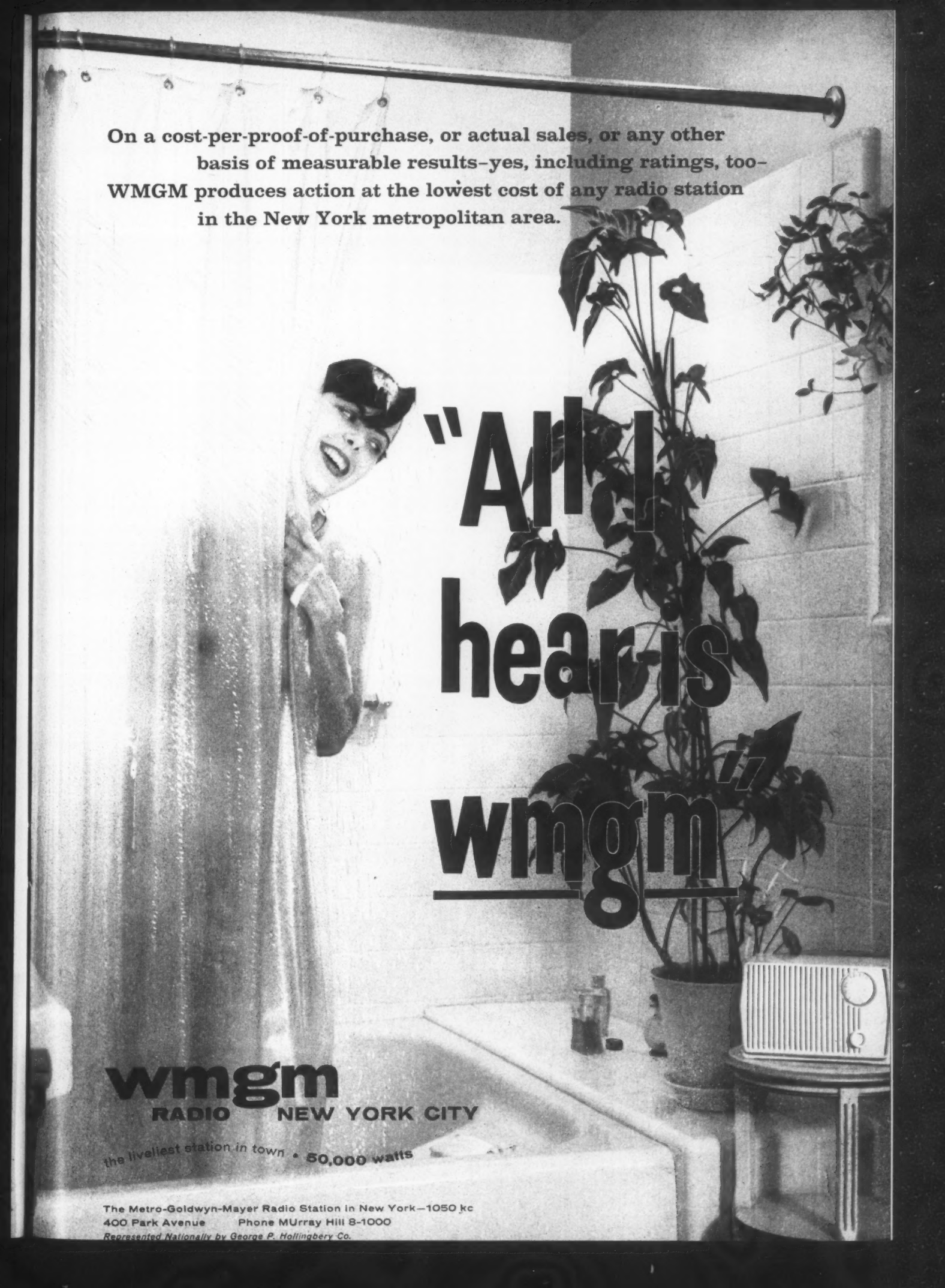
Mr. Agnew and Mr. O'Brien take the reader on a tour of the television campaign in preparation—from the writing of different types of commercials to the creation of storyboards and their use by agency, sponsor and producer, through planning, production, media selection, merchandising and public relations. Pointers on all phases of live and film production are given as well as tips on camera shots, lighting, makeup, techniques, equipment and even cost-cutting. Motivation studies and "ratings" are discussed thoroughly with emphasis also put on color, pay tv, subliminal advertising and videotape. This volume should be useful to both the beginner in the field and to the specialist for an insight into other phases of television advertising.

WISDOM, Conversations With the Elder Wise Men of Our Day, edited by James Nelson. Published by W. W. Norton & Co., New York City. 273 pages and photograph illustrations. $3.95.

NBC-TV's continuing *Wisdom* series is an impressive cultural contribution in itself. The willingness to transfer the Elder Wise Men sound tracks to print affirms the electronic backers' sincerity in the enterprise. And a successful enterprise it has been. The conversations with musicians, philosophers, architects, heads of state, writers, painters and titans of diverse fields were well realized as filmed telecast, reflecting the care taken by producer Robert Emmett Ginna, his associate, Beatrice Cunningham, and Donald B. Hyatt, head of the NBC-TV special projects unit. The distilled wisdom is still fascinating in print, as edited by the manager of program services for NBC's special projects. An especially thoughtful addition is the list of works by the subject included at the end of each printed interview. *Widsom* should prove a noble promotional asset.

THE BADGE by Jack Webb. Published by Prentice-Hall, Englewood Cliffs, N. J. 310 pages with photographs and a glossary of police terms. $4.95.

For those interested in the method of operation and lives of the Los Angeles Police Dept., Jack Webb's book offers a clear insight on the subject. The treatise might be considered a consolidation and expansion of the material gathered for presentation on Mr. Webb's *Dragnet* series on radio and tv, plus other material which understandably would not meet with the approval of the NAB codes. It is apparent from the author's writing that he has earned his LAPD lieutenant's badge and that he will continue to have access to the files of the department for his program for as long as he wants.


On a cost-per-proof-of-purchase, or actual sales, or any other basis of measurable results–yes, including ratings, too–
WMGM produces action at the lowest cost of any radio station in the New York metropolitan area.
"All I hear is wmgm"
wmgm
RADIO NEW YORK CITY
the liveliest station in town • 50,000 watts
The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
400 Park Avenue Phone MUrray Hill 8-1000
Represented Nationally by George P. Hollingbery Co.

COLONEL FLACK has success written all over him. In just sixty days on the market, Flack syndicated sales zoomed over the $1 million mark!

Big markets, small markets, *all* markets have gone Flack-happy. Sponsors? Beers, oils, foods, utilities and banks. Heidelberg Brewing in 10 markets, Pacific Gas & Electric in 8 markets, Standard Oil of Texas in 7 markets, Bell Bakeries in 6 markets, Kroger in 5 markets. Midland Federal Savings & Loan, Colgate-Palmolive, Budweiser, Blue Cross, Progresso Foods. And many others.

Why the excitement? Colonel Flack has *everything*. Comedy ("the only fresh comedy series in syndication," *Variety*); famous stars (Alan Mowbray, Frank Jenks); top-notch production (M-G-M's best); pre-sold audiences (millions of Flack readers in the *Saturday Evening Post*); plaudits ("Good clean fun," John Crosby..."A hit!" *The Billboard*).

Colonel Flack—39 furiously funny half-hours of him—is at your service. Contact...

"...the best film programs for all stations" **CBS FILMS**

OFFICES IN NEW YORK, CHICAGO, LOS ANGELES, DETROIT, BOSTON, ST. LOUIS, SAN FRANCISCO, DALLAS, ATLANTA IN CANADA: S. W. CALDWELL, LTD., TORONTO

FLACK MAKES FIRST MILLION

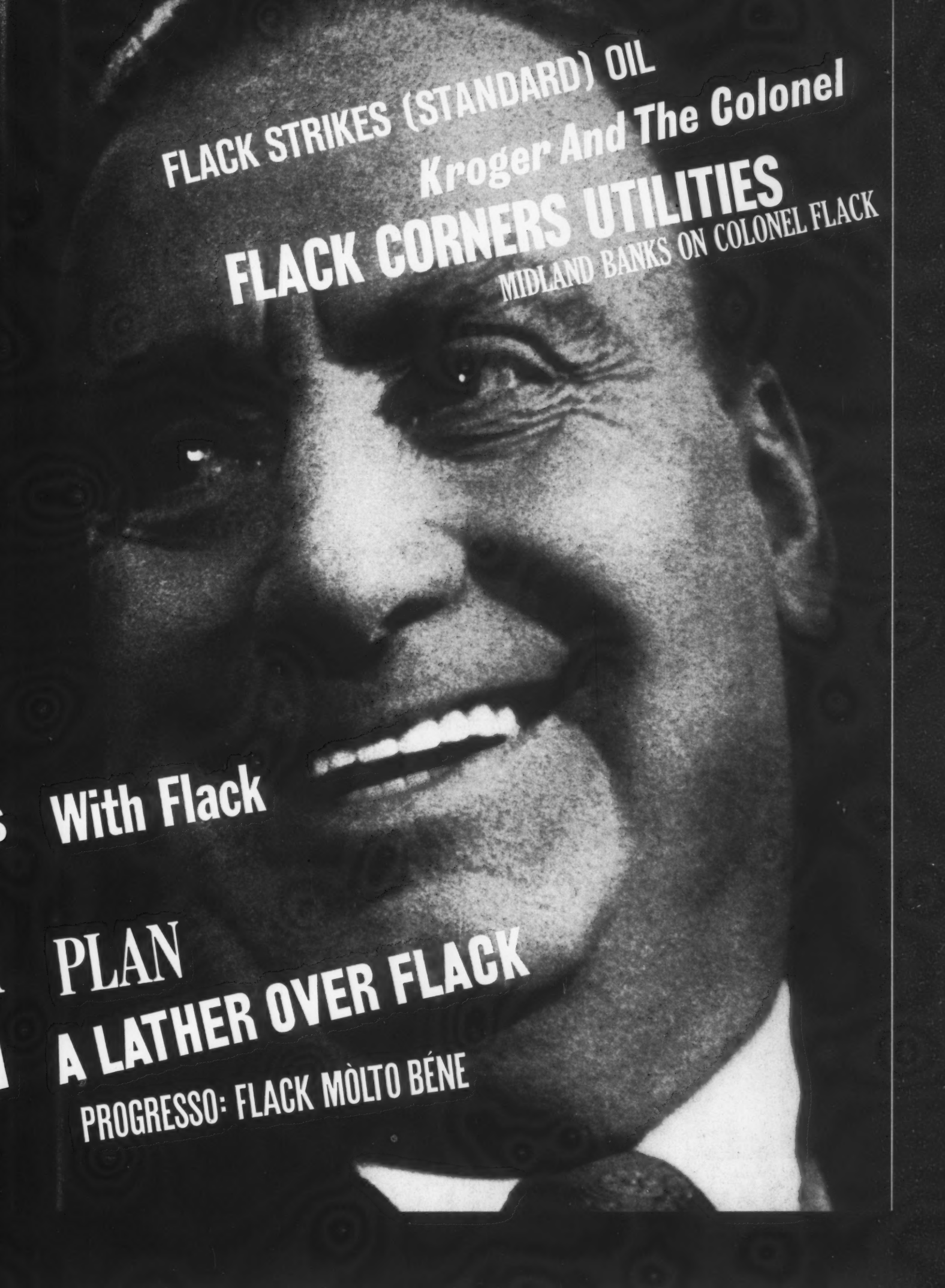
FLACK DRAWS BUDWEISER

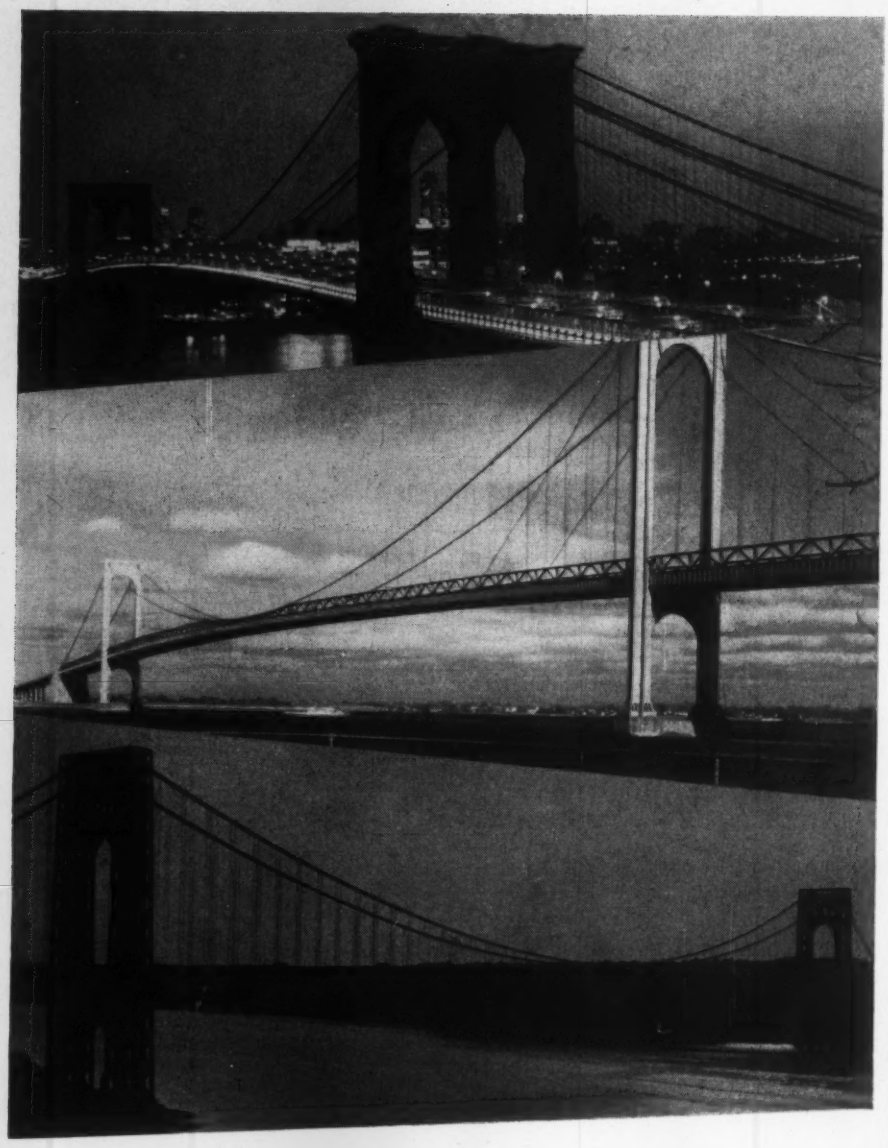
Old Heidelberg Hops

Bakery Raises Dough With Flack

BLUE CROSS BUYS FLACK

COLGATE IN


FLACK STRIKES (STANDARD) OIL
Kroger And The Colonel
FLACK CORNERS UTILITIES
MIDLAND BANKS ON COLONEL FLACK
With Flack
PLAN
A LATHER OVER FLACK
PROGRESSO: FLACK MÒLTO BÉNE



NO MATTER HOW YOU STACK'EM...

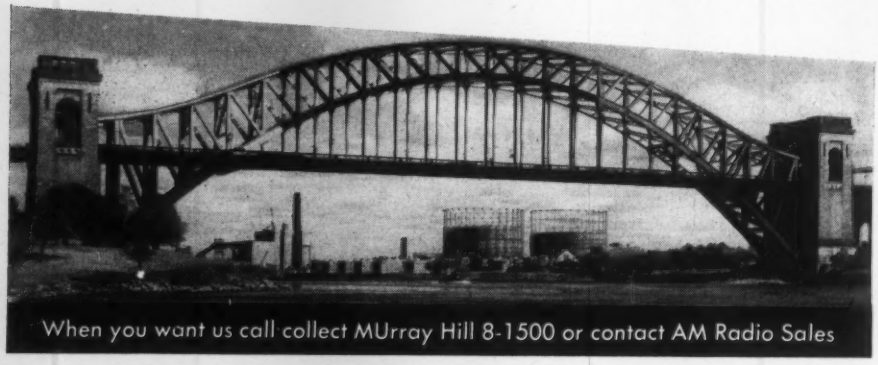
you'll find that the best bridge to the huge New York audience is

wmca

The Voice of New York

wmca 570 *First on 14,028,147 radio dials*

It's unanimous! Up in latest Pulse, Nielsen and Hooper!



When you want us call collect MUrray Hill 8-1500 or contact AM Radio Sales

OPEN MIKE

Ammo for Radio Time Salesmen

EDITOR:

Please send 50 reprints of your sensational "Radio: Wanamaker's Hot Salesman" [ADVERTISERS & AGENCIES, Oct. 20]. This success story should make life easier for many a radio time salesman!

L. H. Thesman
General Manager
WCOA Pensacola, Fla.

EDITOR:

As one of the stations participating in the current Wanamaker's screen and storm window campaign for the Philadelphia Wanamaker's store, we were most happy to see the article. There is no doubt whatsoever that the agency, Gresh and Kramer, has hit on a solid radio approach for selling this type department store merchandise. Incidentally, please send 25 reprints.

David A. Moss
Commercial Manager
WKDN Camden, N.J.

EDITOR:

Please send ten copies of "Radio: Wanamaker's Hot Salesman" and five copies of "Radio Adds High Octane To Clark Sales Strategy." [ADVERTISERS & AGENCIES, Oct. 20].

Jim Larkin
WFCR Fairfax, Va.

EDITOR:

Please send us 50 reprints of "Radio—Wanamaker's Hot Salesman."

Fred W. Wagenvoord
General Manager
WKAT Miami Beach, Fla.

[EDITOR'S NOTE: Reprints of Wanamaker's success story are available at five cents each.]

On File at BBDO . . . Also

EDITOR:

Over the past years, we have enjoyed your magazine and gleaned some interesting information from its pages. We also keep an up-to-date file of the magazines.

Joanne Russell
Radio-Tv Dept.
BBDO San Francisco

A Household Must

EDITOR:

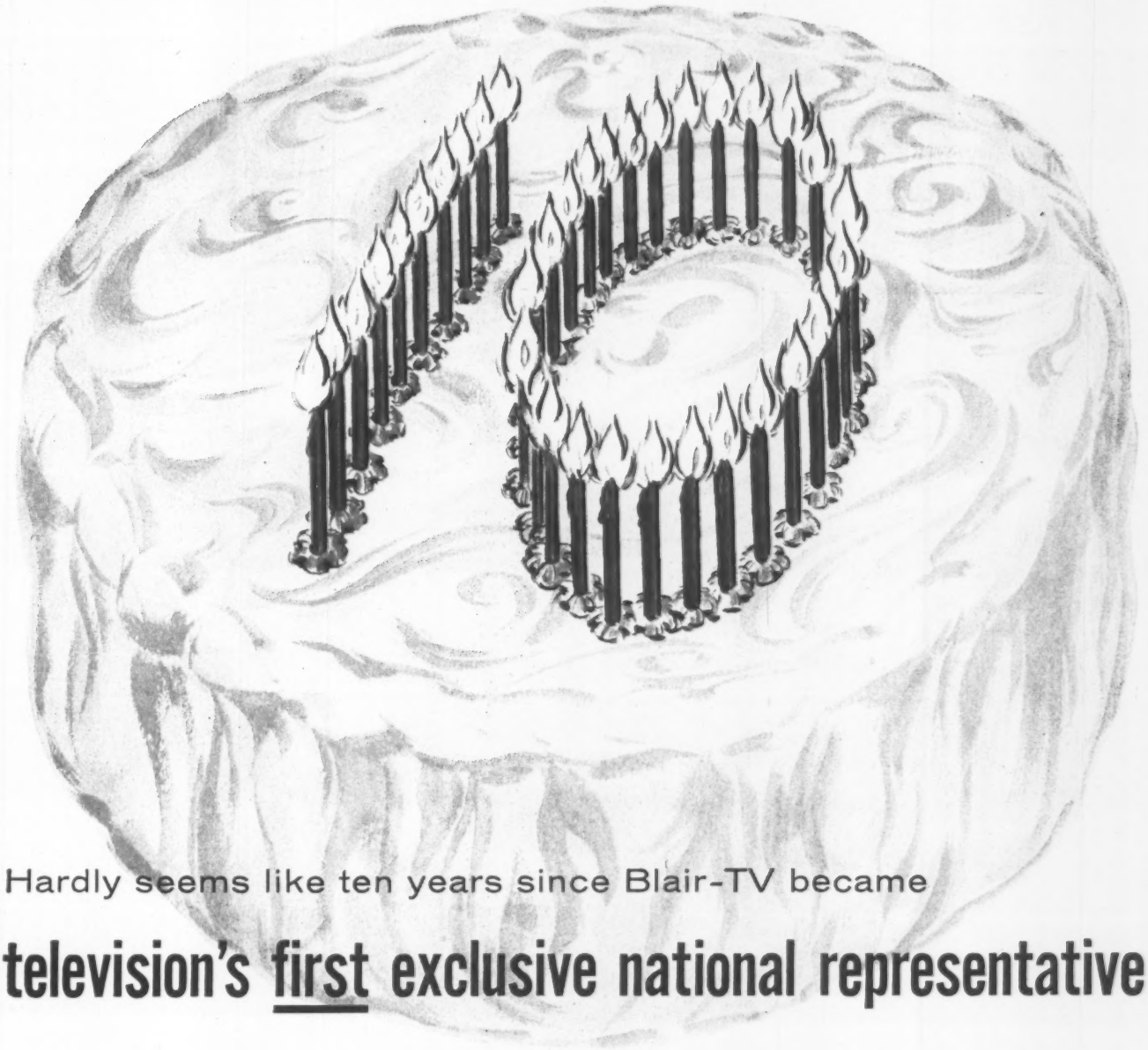
Please send a personal copy of the 1958 YEARBOOK. Although we have a copy at the station, I find it a handy little thing around the house. I don't think there is a day that I do not refer to it for something concerning this business . . .

Fred Pelger, Commercial Manager
KYUM Yuma, Ariz.

Accentuate The Positive

EDITOR:

Tom O'Dea of H-R Representatives has very effectively brought into the open one of the primary ills of commercial radio [TRADE ASSN., Oct. 13]. A lack of good



Hardly seems like ten years since Blair-TV became

television's first exclusive national representative

The cake says "Anniversary"—just ten years since Blair-TV began operations in November of 1948, as television's first exclusive national representative.

In those ten significant years, television has outdistanced all other forms of national advertising.

The TV-homes total has leaped from 172,000 in early 1948 to more than 43,500,000.*

Spot television, barely started with 9-million-dollar volume in 1949, is headed toward a 400-million dollar year in 1958.

Yes, in ten significant years television has proved itself the most powerful selling force ever developed. In that development, Blair-TV has taken an active part.

From the outset Blair-TV followed principles thoroughly proved by the experience of John Blair & Company in station representation, including:

Development of a mature staff to concentrate on television exclusively.

Constant selling-through to decision-levels both with agencies and advertisers.

Limitation of our list to stations and markets we could sell effectively.

The start of our next ten years provides a fitting occasion to express our deep and sincere thanks to the stations listed below—stations whose alert cooperation has enabled us to help advertisers take full advantage of the almost-limitless selling power inherent in Spot Television.

*TvB estimate – 10/15/58

BLAIR-TV

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WNHC-TV—Hartford-New Haven
KTTV—Los Angeles
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WDSU-TV—New Orleans
WABC-TV—New York
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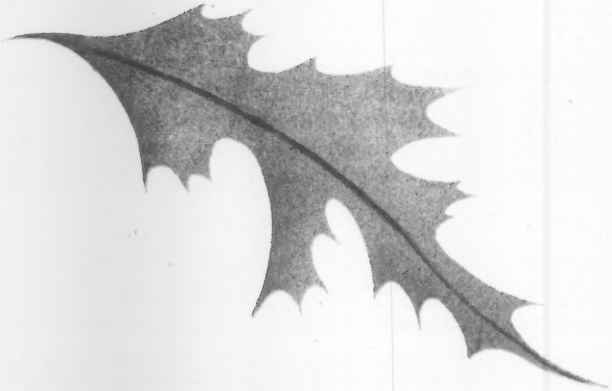

S OF ALL-THIS FALL

Buying

IS THE TIME ^ CHANGE THIS FALL

IN THIS INCREASINGLY IMPORTANT TWIN CITIES MARKET

MINNEAPOLIS-ST. PAUL

all the way

BIGGEST SHOWS OF ALL – THIS FALL
BIGGEST AUDIENCE INCREASE OF ALL – THIS FALL
BIGGEST BUSINESS INCREASE OF ALL – THIS FALL
LOWEST COST PER 1,000 OF ALL – THIS FALL

CHANNEL 11

WTCN-TV
ABC TELEVISION
MINNEAPOLIS-ST. PAUL

SEE YOUR KATZ MAN RIGHT AWAY FOR REMAINING AVAILABILITIES

NOW WWTV IS A FETZER STATION—
SERVING THE
"Solid Gold Cadillac"
MARKET!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

YOU need only WWTV, Cadillac, for *effective, low cost coverage* of 36 rich counties in Northern Michigan. Even to approach this coverage with other media, you'd need 13 daily newspapers or 16 radio stations!

NCS No. 3 verifies WWTV's unmatched coverage. Pulse rates WWTV tops in *popularity*, too, with 152 quarter hours out of 168 surveyed.

Check *now* about WWTV and the "Solid Gold *Cadillac*" Market! Add WWTV to your WKZO - TV (Kalamazoo - Grand Rapids) schedule and get all the rest of Michigan worth having!

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
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WMBD RADIO — PEORIA, ILLINOIS
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316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
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company name
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city zone state

Please send to home address — —

* Occupation Required

OPEN MIKE CONTINUED

business judgment is shown when stations fight each other for a miserable 5% or 10% of a budget rather than go after a larger share that usually goes to print media. At KNOE . . . we tell our story in such a positive way as to preclude the need for discussing other media.

We sell our station, not our rates. We sell on our merits, not on other stations' demerits. And it's paying off.

Edd Routt, General Manager
KNOE Monroe, La.

The Forgotten Man

EDITOR:

The writer was on vacation at the time information was furnished you for the BROADCASTING YEARBOOK. In sending in the names of personnel my name was omitted through oversight. I have been station manager of KVOX since 1937, a position which I still hold in addition to being a vice president of the corporation.

M. M. (Manny) Marget
KVOX Moorhead, Minn.

Sees Red at 'Yellow' Charge

EDITOR:

Congratulations on the excellent Oct. 13 editorial entitled "Yellow Journalism." Apparently the print media are finding it difficult to realize they are in second place after so many years of domination. *Newsweek*, which I had always regarded as an ethical magazine, showed a remarkable lack of ethics in its recent front page story deliberately knocking television. I agree that every television station should fight back.

Geoff Stirling, President
CJON-AM-TV St. John's, Nfld.

Spirits of The Past

EDITOR:

Back in 1937 or 1938, when I was on the staff of WOMT Manitowoc, Wis., the station carried liquor advertising. Francis Kadow [general manager] may not remember it, but I do; I wrote the copy.

Calo O. Mahlock, program director
WKJG-TV Fort Wayne, Ind.

[EDITOR'S NOTE: WOMT more recently created a stir with its announced intention of accepting hard liquor advertising (LEAD STORY, Oct. 20, 13)].

Fuel for Auto Prospects

EDITOR:

. . . Client of this agency has requested 20 reprints of "More Support For Auto Buys on Tv" [LEAD STORY, Oct. 13].

J. G. Fedun
McConnell, Eastman & Co. Ltd.
Edmonton, Alta.

EDITOR:

This is to request reprints of "More Support For Auto Buys on Tv". 50 . . .

L. Thomas Christison
Promotion Manager
KOB-TV Albuquerque, N. M.

[EDITOR'S NOTE: Reprints are available at ten cents each.]

a unique new(s) service with new techniques—available by wire, tape or FM.

First time for Independents—World-wide news and feature coverage comparable to finest network news service. A fresh program source—a new idea—at realistic cost—to help you sell more and make more money.

Top Overseas and national stories with full Washington coverage.
• schedule is flexible for late-breaking news • daily, short-wave or telephone reports by correspondents in world capitals and trouble spots • excerpts from Presidential, Pentagon and Cabinet news conferences • verbatim highlights of Congressional hearings • important exclusives • actual voices of news makers.

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Correspondents in London, Paris, Rome, Tokyo and major news capitals.

George Hamilton Combs, President • Stewart Barthelmess, Vice Pres. and General Mgr.

exclusive for your market...by expert newsmen and well-known newscasters.

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RP-1

WILS

5,000
LIVELY WATTS

LANSING

FIRST IN AUDIENCE

... more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE

With 20 times the power of any station in Lansing ... WILS produces the *most coverage for your money.*

FIRST IN MICHIGAN'S MONEY MARKET

WILS reaches 210,490 Radio homes in the 17 county central Michigan area ... 1st in Michigan in C.S.I.

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McCONNELL, INC.

*C. E. HOOPER

WILS
music news sports

ASSOCIATED WITH PONTIAC'S

WPON

82

OUR RESPECTS

to Larry Walker

THE enthusiasms of Larry Walker, president of WSOC-AM-TV Charlotte, N. C., are varied and highly contagious. He is enthusiastic at his desk, at conferences, at meetings. He is especially enthusiastic when he sits on the 55-foot porch at his Blowing Rock, N. C., mountain home, contemplating the hills, the wind and his garden.

At the age of two in Manning, S. C., Larry demonstrated potential piano prowess by playing two solos at a church benefit. The inducement was a toy placed near the piano. Gifted with perfect pitch, he took naturally to music and at the age of nine was playing piano with a summer pop orchestra at Asheville, N. C.

He moved to Troy, N. Y., in 1916 at age 16 (born Nov. 5, 1899), studying at Troy Conservatory. The next year he entered Comstock musical school in New York City, supplementing his musical studies with coaching in college subjects.

The big day came in 1920 when he gave a concert in Aeolian Hall, New York. A year later a theatrical agent heard him in a concert with a symphony orchestra and called on him backstage. The agent told Larry something he had known all along and was beginning to worry about—there's no money in classical music. Paderewski, famed Polish pianist, was in the audience that night. He and Larry had become friends, often having dinner together.

Financial lures were persuasive and Larry opened a piano-vocal routine at the Grand Theatre, Albany, on the Keith circuit. Within a year he was back on Broadway, joining Ned Wayburn, producer of Ziegfeld Follies and other musical shows. Larry's job was to work the music into shape and rehearse the musical numbers.

The excitement of vaudeville was still in his system and in 1925 he went back on the road, playing top theatres in most principal cities. Three years later, when CBS was in its infancy, he started a network program, *Patterns and Prints*. His singing and playing were popular. The network had a programming problem at that time for its Dixie hookup—inability to bring this leg into the regular service. To bolster its Dixie programming, Larry was assigned to WBT Charlotte, N. C., CBS-owned at the time, feeding a nightly program to the southern hookup.

BY that time Larry Walker was a veteran trouper despite the fact he was just in his late twenties. He had accompanied George Jessel on the comedian's first program and had played with Edgar Bergen, Jack Benny, Ethel Barrymore, Ben Bernie and many other famed entertainers.

In 1933 he married Pat Curlis, also a musician, whom he had met at Irving Berlin's office in New York. They went to Miami for a honeymoon but stayed three years, including work at WQAM there.

Carolina was in his blood, however, and he returned to Charlotte. At WBT he performed as announcer-entertainer, producer and director, did odd jobs and became familiar with every operation in a major (50 kw) radio station. Eventually he became program director and began to show an interest in the executive end of the station. After Jefferson Standard Life Insurance Co. bought WBT from CBS, he became a vice president of the broadcast subsidiary as well as assistant manager and secretary-treasurer.

When WBTV (TV) went on the air in 1949, he found a new and stimulating interest. After two years he accepted a job with WSOC Broadcasting Co., becoming vice president of one of three applicants for ch. 9 in Charlotte.

WSOC won the three-way battle and Executive Vice President Walker put the station on the air a year-and-a-half ago.

Larry Walker has the type of personality that dominates a roomful of people. He radiates charm and his manner is friendly—unusually friendly. He no longer plays the piano because of thrombosis in his right arm, but this doesn't get him down. Actually, he had decided years ago that he had overplayed his pianistic quota and had abandoned the keyboard.

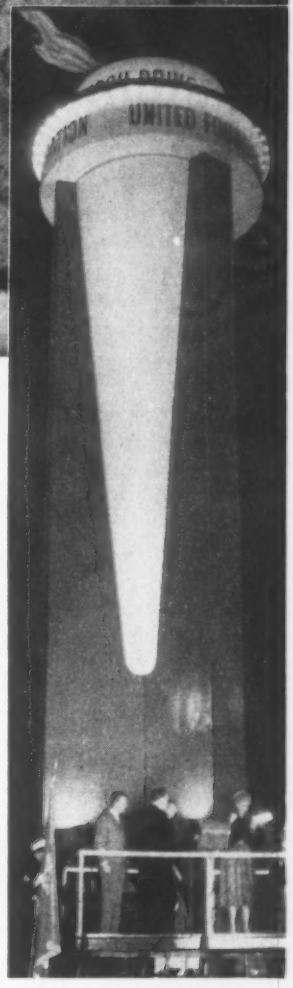
Locally he serves on the boards of Charlotte Chamber of Commerce, Charlotte Symphony, National Conference of Christians & Jews, Oratorio Society, Charlotte Carrousel and Charlotte Executives Society, among others. When he's at Blowing Rock, sitting on the veranda, his troubles disappear into the mountain haze. He returns to his Charlotte desk with a new charge of enthusiasm and a new appreciation of human values.

IN THE PUBLIC SERVICE OF GREATER DETROIT

Marty McNeeley OF **WKMH**

and stars of screen and TV launch

DETROIT'S $15,000,000 TORCH DRIVE



The United Foundation's tenth annual Torch Drive in Detroit was given a rousing sendoff with some of the biggest names in show business. In a ceremony keynoted by the lighting of the huge 54-foot high torch, Ed Sullivan, Kathryn Grayson, Betsy Palmer, Monique Van Vooren and many other headline stars – with WKMH's Marty McNeeley – opened the campaign for $15,700,000 that means so much to the sick, the old, the homeless and the friendless.

Detroit's Torch Drive has set a pattern of unselfish giving for America. It is one of many worthy civic activities that WKMH gives all-out, unstinting support.

WKMH RADIO HUB OF THE MOTOR CITY

DETROIT • DEARBORN

John Carroll, Managing Director

KNORR BROADCASTING CORP.

Fred A. Knorr, President • Represented by Headley-Reed

Time Magazine calls him GREAT!
Advertisers say he's Selling DYNAMITE!

SOUPY SALES

Adults love him!
Kids worship him!

"BREAKFASTIME WITH SOUPY"

A happy morning show with an established audience ready to move from noon to morning with their favorite comic. The new time will mean more adults will be around, too . . . making Soupy a better buy than ever! When you buy Soupy you buy the comic who became the top-rated daytime show in Detroit—outrated network competition from the other two!

7:30-8:30 A.M. MONDAY thru FRIDAY starting OCT. 13

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DETROIT
or Blair-TV!

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EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams
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*Reg. U. S. Patent Office
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IN PUBLIC INTEREST

HORSE SENSE • The "Hitch Horse Sense to Horsepower" traffic safety campaign conducted for the past year by the Radio & Television Division of Triangle Publications, Inc., has been adopted as the national radio campaign for 1959 by the National Safety Council. The Triangle Stations' campaign and its success prompted Roger W. Clipp, vice president of Triangle's radio and television division, to make it available to the National Safety Council.

RARE BLOOD • WCCO-TV Minneapolis-St. Paul broadcast an appeal for a rare type blood when it learned a Rock Island, Ill., woman was scheduled to undergo blood consuming corrective heart surgery in a local hospital. Over 100 persons with the needed blood type came forth as volunteers.

WORLD AFFAIRS • KGB San Diego, Calif., proved public service broadcasting doesn't have to be dull. In 15 days, KGB broadcast 30 hours from the 16th Annual Institute on World Affairs at San Diego State College. Speakers at the Institute included Nobel prize-winning chemist Dr. Linus Pauling and Rear Admiral Ellis M. Zacharias, Pacific relations expert.

SCIENCE SERIES • WRC-AM-FM-TV Washington have begun series of radio and tv shows designed to stimulate interest in science among youngsters and adults. Six weekly half-hour tv programs, *Edge of the Unknown,* and six weekly quarter-hour radio programs, *No Bounds,* comprise WRC's part in NBC's effort to focus attention on America's need for more trained scientists.

SQUARE SPECTACULAR • WCSH-TV and WGAN-TV, both Portland, Maine, combined facilities to present a tv spectacular from the city's Congress Square. The special remote helped launch the local United Fund campaign.

UNIVERSITY FUNDS • WDRC Hartford, Conn., has produced a series of one minute interviews with prominent local citizens appealing for funds for the new University of Hartford. The interviews have been made available to other area stations for their use.

BLOOD APPEAL • WWRL Woodside, N. Y., broadcast an appeal for a little Long Island girl who needed 40 pints of blood. Less than 24 hours later, listeners had furnished the full quota.

SKY LIGHT • WBZ-TV, WGHB-TV WHDH-TV and WNAC-TV, Boston's four tv stations, cancelled regular programming Monday, Oct. 13, at 7:30 p.m. to present a special United Fund telecast, *Light up the Sky,* from the historic Boston Common.

VIP D.J.'s • WSB Atlanta had 15 prominent business and government leaders take over the duties of its regular disc jockey and news staffs when it staged a special Community Services Day to help boost the local fund drive.

Kluge Radio

programmed in good taste to hold the right audience

Radio time buyers across the nation have learned from experience that the character of the programming determines the character of the listening audience. And it goes without saying that the character of the audience is the key factor in the pulling power of good radio commercials. *Kluge Radio* Stations deliver your advertising to the customers in the best position to do the most for your products.

Evening dress in gold leaf patterned SILK LAMÉ by Lee Claire. Jewelry by D'Vers.

WGAY Greater Washington, D. C. area

WEEP Pittsburgh, Pennsylvania

WKDA Nashville, Tennessee

WINE Greater Buffalo, New York area

KETV Again 1st in Omaha!

September, 1958, Metropolitan Omaha ARB* Proves KETV Consistently Delivers the Largest Audience in the Most Quarter Hours When All Three Omaha Stations Compete!

KETV 126

Station B 94½

Station C 90½

Now Four Consecutive ARB's Confirm KETV's Leadership in the Rich Omaha Market!

Contact your H-R man for full minutes in KETV's Movie Masterpiece and Famous Feature . . . Omaha's highest rated movies.

*September, 1958, Metropolitan Omaha ARB is a secret week report not initiated by KETV.

Ben H. Cowdery, President
Eugene S. Thomas, V. P. & Gen. Mgr.

KETV

ABC TELEVISION NETWORK

channel 7

OMAHA WORLD-HERALD STATION

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 18 NOVEMBER 3, 1958

CBS RADIO TRIES A DIFFERENT TACK

Network trims schedule, will pay stations in programs they may sell

A plan to ease network radio's troubled economics by re-grouping and reducing programming and paying affiliates in free programs instead of money was advanced last week by CBS Radio.

The network's affiliates were given the plan as their fifth annual convention opened Wednesday. They threshed it over for a day and a night and approved it Thursday by a vote of 86 to 9, with 8 abstentions. The plan is slated to become effective Jan. 1, subject to exceptions for any conflicting contracts that cannot be revised by that time.

The majority approval in the New York meeting will be followed by distribution of new affiliation contracts, incorporating terms of the plan, for the signatures of affiliates individually. The network has an estimated 160 paid affiliates. The voters did not include CBS-owned stations.

Clearly dictated by economics, the move pointed up once again radio networking's severe financial plight (also see page 34)—a plight that was viewed in another way by CBS Inc. vice president Richard S. Salant in a different forum last week. Addressing the managers of CBS-owned radio stations, Mr. Salant suggested that "radio's economics may well win the industry's battle for retention of the present limit on tv-network ownership of stations" (see page 88).

CBS Radio's new concept, called the "Program Consolidation Plan" (PCP), gives affiliates approximately 8½ hours of newscasts per week to sell to local or spot advertisers. The stations will pay no co-op fee to the network for these shows. In return the stations will carry, without compensation, programming to be sold by the network. This includes two-hour morning and afternoon programming blocks and a 1¼-hour evening block, Monday through Friday; three hours on Sunday evening, some on-the-hour newscasts, and nine other five-minute newscasts on weekends. Other hourly newscasts are in the package which stations sell.

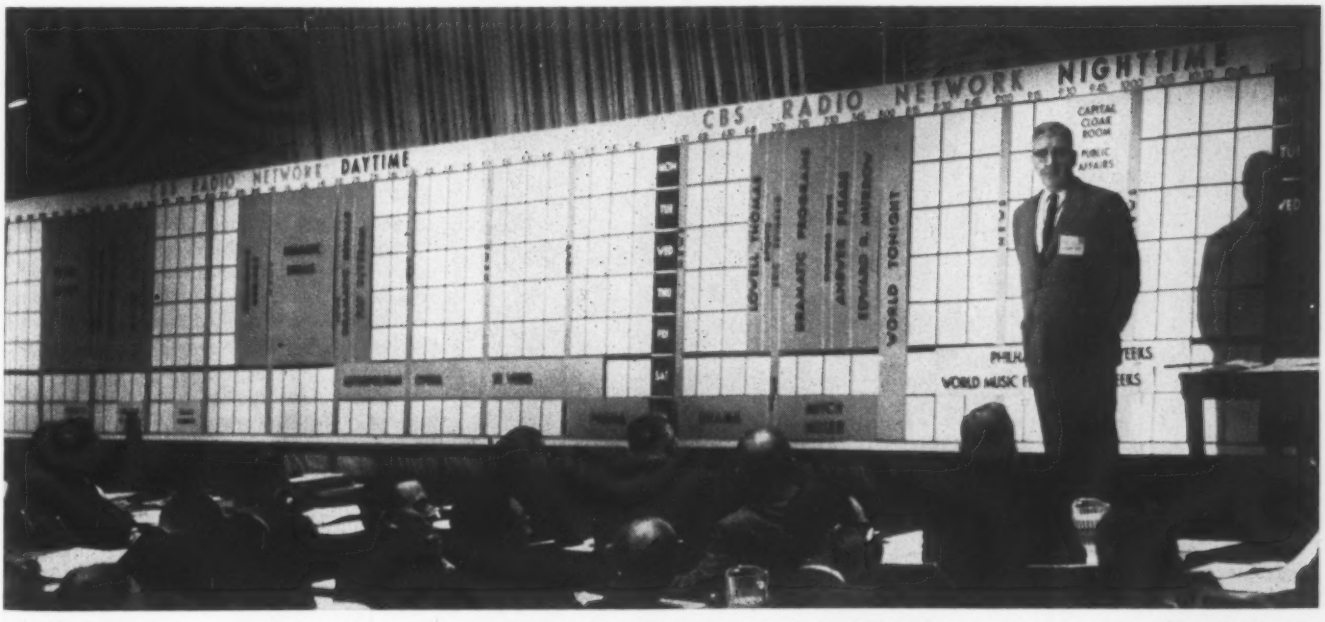
Along with four hours of special features, plus coverage of major national and international events as they occur, this will represent CBS Radio's basic schedule. The features include *New York Philharmonic, Salt Lake City Tabernacle Choir, Face the Nation, Capitol Cloakroom, Church of the Air* and *Unit One.*

The cutback in total program service from the network was estimated to be from the present figure of approximately 90 hours a week to about 50 a week.

CBS Radio officials said they fully expected the new plan to get the network into the black after years of loss operation and to enable the stations to more than recoup what they lose in way of compensation from the network. Bookkeeping will be minimized for both network and stations, officials noted. They acknowledged that some personnel reductions would be made.

Arthur Hull Hayes, president of the CBS Radio Division, told the affiliates:

"This plan is intended to strengthen the



THE CBS PLAN. Before a blown-up program schedule board, President Arthur Hull Hayes of CBS Radio spells out details of new hope for getting network into the black. Concept, endorsed later by the affiliates, calls for "consolidation" and cutback of programming and for station compensation to be replaced by the feeding of free newscasts to the stations for sale to local or spot advertisers. Programs to be supplied for sale by the affiliates consist of about 8½ hours of news including 11 newscasts scheduled on the hour. Programs available for network sale and to be carried by the stations without compensation include a 9:05-11:05 a.m. block of personality programming; two hours (12:30-2:30) of daytime serials; 1¼ hours of news and other programming at night; three hours of drama and music on Sunday evenings (5-8 p.m.) and some scheduled newscasts on the hour and nine newscasts on weekends. The network also will deliver four hours of special features and news as it occurs. The plan is to start Jan. 1.

A HISTORY OF READJUSTMENTS

CBS Radio's new move to beat the economics of radio networking is another link in a chain of readjustments forged by all radio networks over the past seven and one-half years.

Not one of the four national networks has escaped basic change since CBS Radio took the plunge and announced in April 1951 that it would cut rates for afternoon and evening time by 10 to 15%.

Not one of the four is making money. Over the years they have lost millions. Two of them barely escaped extinction.

Further rate cuts, reductions and then increases in station compensation rates, experimentation in programming and in operating concepts—that's the story of network radio since 1951.

The Mutual Pattern • There are both similarities and differences in CBS Radio's new plan and that under which Mutual has operated since June 1957. They are similar in that basic compensation to the affiliates is paid in programming, not cash. They are poles apart in that CBS Radio is cutting back to approximately 50 hours of programming a week while Mutual is on the air 17 hours a day.

Mutual's programming format, essentially news and music, evolved out of a series of changes and proposed changes hammered out by management and network affiliates over a long period. At one time RKO Teleradio, before selling the network to the Paul Roberts group for approximately $550,000, considered folding it [LEAD STORY, July 15, 1957].

Mutual officials report success for the plan to pay affiliates in programs instead of money. Since this system went into effect, they say, 103 affiliates have been added to the MBS network. These officials do not speak with equal fervor about the network's advertising income.

The owners of ABC Radio went through an agonizing reappraisal of their own earlier this year before shaking off the temptation to put the network out of business [LEAD STORY, March 17]. Instead, they cut programming essentially to newscasts, *Breakfast Club*, religious and public service shows and started to build back from there. Currently ABC Radio programs 27 hours a week.

Traditional Deals • NBC has compensation arrangements of the traditional type with its affiliates. So does ABC Radio, with a few exceptions. In the case of ABC's *News Around the World*, for example, the network sells the first five minutes and in return the stations are free to sell the rest. Similarly, ABC affiliates get no payment for carrying the first half of the Notre Dame football games but are permitted to sell the second half locally.

NBC Radio currently programs 69½ hours a week and at its meeting with affiliates 10 days ago announced plans for elaborate new programming [NETWORKS, Oct. 27]. It was indicated, however, that the new shows would preempt existing programming in one case and, in the other, be inserted into *Nightline* and the weekend *Monitor*, at least at first. Thus there was no indication that the number of program hours would be increased immediately.

NBC officials told their affiliates that in October 48% of all sponsored time on three networks (Mutual figures were unavailable) was on the NBC Radio network. CBS maintains, however, that these figures are meaningless, on the theory that NBC sells six- and ten-second announcements while CBS does not and that such diverse computations are not comparable.

SPECIAL COMMITTEE of three affiliates worked secretly with CBS Radio officials for the past two months to plan the new network operations. Members were (l-r) Charles Caley, WMBD Peoria, who is also chairman of the board of the CBS Radio Affiliates Assn.; John S. Hayes, WTOP Washington, vice chairman of the board, and Lee Wailes, Storer Broadcasting Co., director-at-large. These three plus Worth Kramer, WJR Detroit, also a director-at-large, are the officers of the CBS Radio Affiliates Assn., and they were unanimously re-elected last week for the 1958-59 term during a meeting of the affiliates association board. Other members of the board of directors of the association are: Joseph K. Close, WKNE Keene, N. H., District 1; George M. Perkins, WROW Albany, District 2; Harold P. Danforth, WDBO Orlando, Fla., District 4; Hoyt B. Wooten WREC Memphis, District 5; Joseph M. Higgins, WTHI Terre Haute, District 6; Frank Fogarty, WOW Omaha, District 7; J. C. Kellam, KTBC Austin, Tex., District 8, and Westerman Whillock, KNOI Boise, District 9. Mr. Hayes represents District 3.

audience values and the financial stability of both the CBS Radio network and its affiliates, without whose continuing strength the values of network radio to the people of this country would not exist.

"By consolidating our schedule we are enabling our affiliates to program local programs over longer periods and to integrate their programs into the network schedule, which will feature not only news in depth as in the past but a continuing schedule of on-the-hour reports by CBS news correspondents. But the audience values and the financial stability of our affiliated stations and the network will be increased."

The affiliates convention on Thursday adopted a resolution approving PCP and commending the group which developed it, and the board of directors of the CBS Affiliates Assn. issued this statement:

"The board feels that both stations and network will be strengthened through implementation of this plan. It will further stablize program structures of individual stations and the network, resulting in larger audiences for stations and advertisers and a greater service to the public, particularly in the areas of national and international news. It will also permit stations to program with even greater effectiveness with regard to special home area situations and unique community needs."

Affiliates for the most part had no inkling that the plan was coming until they reached New York for their annual session—this although it was disclosed later that a committee of affiliates and network officials had been working on it for two months.

No Revolt • Generally, reaction was favorable from the first. There was some uncertainty, and some affiliates expressed reservations. But at no time was there any indication that a revolt against the plan would develop. With relatively few exceptions, even those who felt the plan would cost them money—and there was quite a number of these—said they would go along with it. Most of these took the position that the proposal was going to be adopted anyway and that accordingly they had no alternative, except to leave the network.

But many affiliates, according to some of this group, said they voted "yes" because they had the impression that the question really was whether they wanted this plan or, alternatively, wanted to see the network go out of business.

Others, however, quoted President Hayes as telling them that if a majority rejected the plan the network would "have to come up with something else" as a substitute.

One major affiliate is known to have said he would "consider" disaffiliating—but he also indicated that it would be a difficult decision to make. But another predicted that with the newscasts to offer to local and spot advertisers he would get more new business in two or three weeks than he gets in compensation from the network in a month.

Among the majority of those who objected to the concept, the big question was not only the loss of compensation but the prospect of having to lay out more money to program the hours vacated by the net-

work. The consensus was that records would be the principal replacement.

At the other extreme, those favoring the proposal felt that the new schedule would offer all the network service they needed.

The reaction among other networks varied. NBC Radio, which had just completed an affiliates meeting at which its leaders reported gains in both network sales and station compensation [NETWORKS, Oct. 27], had no official immediate comment.

ABC Radio officials thought it "interesting" and also "amazing," while Mutual authorities—who installed the "swap time" system in lieu of station compensation more than a year ago—felt that CBS had hit upon a successful tactic in that respect.

In the station representation field, where critics have consistently accused networks of encroaching on the spot field and failing to uphold rate structures, the first reaction was that by eliminating station compensation CBS Radio had got into position to sell time at whatever rates it wanted. Network officials countered with a denial of any intention to weaken the rate structure.

Although the details are not firm and therefore are subject to change, the division between station time and network time was tentatively arranged as follows (all times are Eastern Standard Time):

Station time — *World News Roundup* (Mon.-Sun., 8-8:15 a.m.) and *World Tonight* (Mon.-Sun., 8-8:15 p.m.); five-minute newscasts at 9 a.m., 12 noon, 1, 4, 5, 8 and 10 p.m. all seven days a week except 4 and 5 p.m. when Metropolitan Opera is being broadcast on Saturdays; 6 and 9 p.m. five-minute newscasts six days a week.

Network time—9:05 to 11:05 a.m. Monday through Friday; 12:30 to 2:30 p.m. (except 1-1:05 newscast) Monday through Friday; five-minute newscasts at 3 p.m. outside its programming blocks; 6:45-8 p.m. Monday through Friday, 5 to 8 p.m. Sunday, and nine five-minute newscasts on weekends.

Into the morning block CBS Radio tentatively plans to put Arthur Godfrey, Peter Lind Hayes and Mary Healy, Howard Miller and Art Linkletter. The two-hour block in the afternoon will consist of daytime serials and the evening block is expected to include a shortened Lowell Thomas newscast at 6:45-6:55 followed by a five-minute sports roundup, plus other programming winding up with the Edward R. Murrow newscast at 7:45-8 p.m. On Sundays CBS plans to install drama from 5 to 7 p.m. and Mitch Miller from 7 to 8.

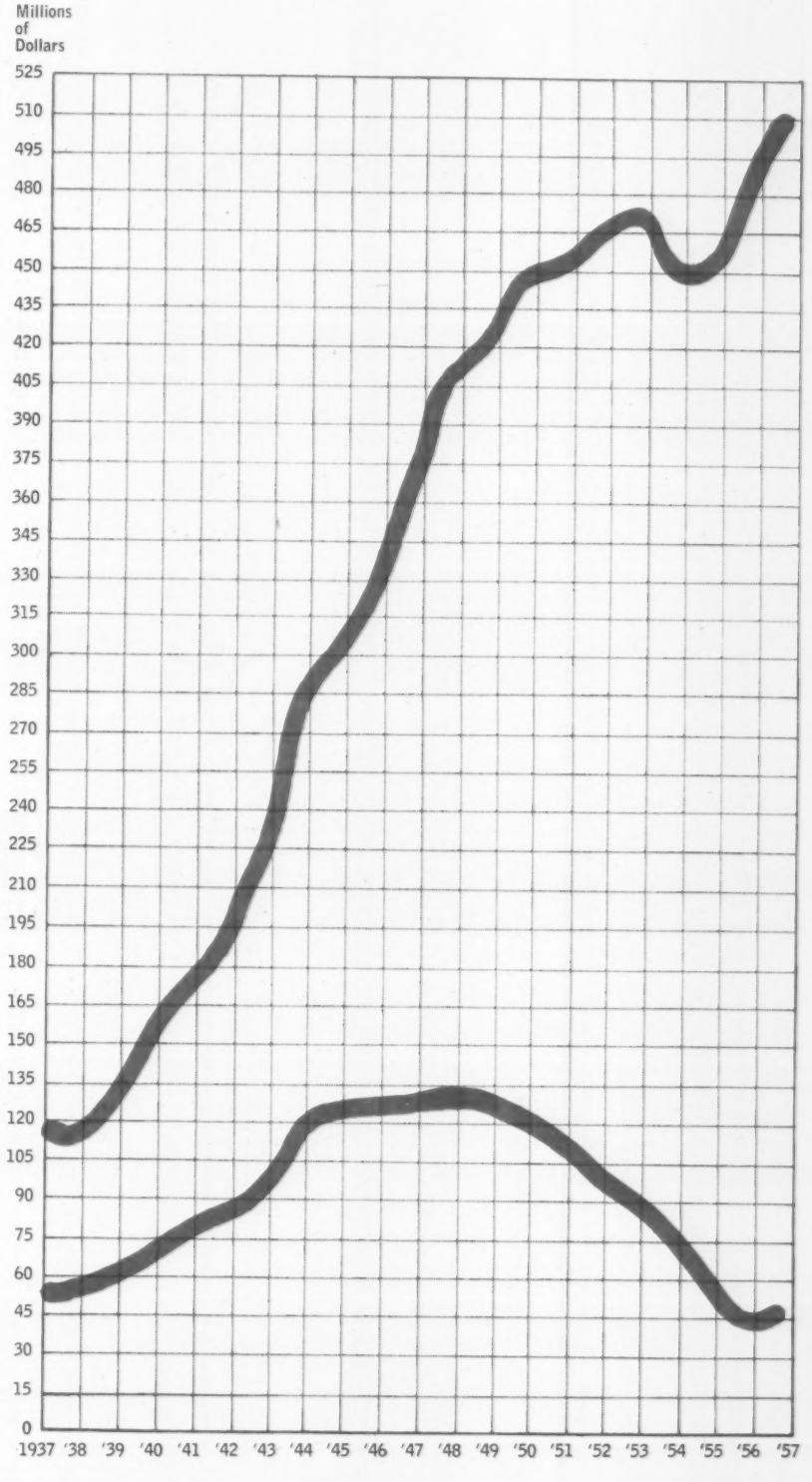
For sponsored network programs carried outside of network time, officials said, the affiliates will be paid at a rate yet to be worked out. The Metropolitan Opera broadcasts were cited as one example of programs for which stations will get compensation.

30-Year Affiliates Honored

KOIN Portland, Ore., and WCCO Minneapolis were honored Thursday (Oct. 30) for their 30 years of affiliation with CBS Radio. Trophies and citations were presented by CBS Radio President Arthur Hull Hayes to Harry H. Buckendahl, KOIN general manager, and Larry Haeg, WCCO general manager, at the closing session of the affiliates' convention in New York.

RISING WHOLE, FALLING PART

In the past two decades total radio time sales (top curve in chart below) have risen steadily, at times spectacularly, except for a dip in 1954-55. Network times sales (bottom curve) rose steadily too, until hit by the television era in 1949, but even before tv they had begun to account for less and less of the total time sales of radio. Top curve represents total net time sales (local, spot and network) after frequency and promotional discounts but before deduction of agency and rep commissions. Bottom curve represents network net time sales. All figures are from official FCC reports except those for 1957 which are BROADCASTING estimates.



TELEVIEWERS' ARDOR HIGH AS EVER

- **C&W's Cunningham recants 'boredom' forecast of '57**
- **Videotown survey to show tv sways independent voter**

Television viewing shows *no* signs of "dropping off."

That was stated by John P. Cunningham, Cunningham & Walsh president, as he addressed the San Francisco Advertising Club Wednesday (Oct. 29) [CLOSED CIRCUIT, Oct. 20].

MR. CUNNINGHAM

Mr. Cunningham said his statement was based on the 11th annual survey of "Videotown," a C&W - conducted study of tv viewing habits. The survey is slated for general release next week.

Mr. Cunningham said Videotown results showed the total viewing time per person for the entire week at 22 hours and 7 minutes (or "about 20% of one's entire waking life.") He recalled that the survey showed a drop of a few minutes per day for the past two years "but it's back to its all-time high this year."

He also noted that housewives are "back to radio—particularly in the morning . . . they listen . . . for a total of 7 hours and 54 minutes on the five weekdays, Monday to Friday—a striking increase of 60% over 1957." In the morning, he said, housewives listen to radio 6 hours and 44 minutes each week, while in tv, women watch 1 hour and 10 minutes. Highest point of radio listening in the morning: the hours between 8-10 a.m., which, he said, "is important news to advertisers who seek the attention of housewives."

Out of 22 weekly viewing hours, Mr. Cunningham reported 17 to be evening hours, or nearly 80% but, he continued, "Watching tv is lowest on Sunday morning—and one can literally thank the Lord for that!"

Mr. Cunningham, who a year ago made tv headlines and caused heads to wag along Madison Avenue by underscoring the "boredom factor" in television, took another look.

One result: "Today I would like to publicly eat that statement." Mr. Cunningham was referring to a prediction he made at the Assn. of National Advertisers meeting in Atlantic City, scene of the "boredom" speech, that he was "brash enough" to declare anyone buying another western, "unless it is a marked creative departure from the pattern, ought to turn in his grey flannel suit and go to the eternal showers."

Mr. Cunningham at that time also had seen quizzes and "singer emcees" going thataway—the way of westerns. On these two he has compiled a better score.

In reporting program preferences in greater detail, Mr. Cunningham gave these results of surveying viewer tastes:

Men viewers like westerns the best—first choice at 76%; variety is next with 41%, sports third with 30%. Women viewers put variety at the top with 46%; general drama at 39%; situation comedy at 36% while westerns trail at 27%.

Asked their dislikes, quiz programs led with both men and women while 10% of the men and 33% of the women disliked westerns.

Predicts Mr. Cunningham this year: westerns must still bite the dust eventually.

Two areas explored by Cunningham & Walsh research were children and politics:

Children—Parents deplored the effect on children of killing and gunfire; some objected to bad grammar in cartoons, some felt tv kept children indoors, others were concerned with tv exercising power over their children's credulity and their playing habits.

But, Mr. Cunningham noted, most of this negative response was parents letting off steam when given the chance. The agency's appraisal is that mothers like tv to help them tend the children; tv viewing is offered as a reward for chores or studying done and sometimes denied as a discipline. Sponsors are blamed for not giving children more education via tv rather than the parents themselves "for not leading their children to the more educational programs of which there are many."

Politics—C & W finds that at least 24% of the so-called independent vote (the independent vote represents about 30% of the electorate) "is switchable by television."

"An amazing new power has been thrust into the political scene," Mr. Cunningham asserted, adding that he has directed his research staff to look into two things more deeply: (1) a measure of the reaction of voters to candidates, and (2) what extent tv influenced the vote of independent voters who saw any of the candidates on tv during the campaign.

New Chesebrough-Pond's Lines Assigned to Thompson, Compton

Two Chesebrough-Pond's agencies — J. Walter Thompson and Compton Adv.— will benefit from additional billings as C-P last week assigned its newly-acquired Prince Matchabelli and Simonetta lines of perfumes and fragrances to JWT and the Seaforth line of men's toiletries to Compton, effective Jan. 1.

The agency assignments have followed by a month Chesebrough-Pond's acquisition of the cosmetics line of Vick Chemical Co., New York [ADVERTISERS & AGENCIES, Sept. 29]. Before C-P bought the Vick line, Morse International handled the accounts.

JWT also is the agency for C-P's Pond's product line and Compton has handled Valcreem and some other billing. (McCann-Erickson is a third C-P agency, representing Vaseline.) The newly-assigned products come under the aegis of Prince Matchabelli Inc., a wholly-owned C-P subsidiary.

DDB Opens Chicago Office

Formation of a Chicago office, its third, has been announced by Doyle Dane Bernbach Inc., New York and Los Angeles. It will open Nov. 3 and will be headed by Fred Klein, former Toni Co. advertising executive and since 1956 a vice president and account supervisor at Earle Ludgin & Co., Chicago. Office will be located at 20 N. Wacker Dr., Chicago 6.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

NBC-TV

Nov. 3-7, 10-12 (2-2:30 p.m.) *Truth or Consquences,* participating sponsors.

Nov. 3-7, 10-12 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Nov. 3, 10 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble through Grey Adv.

Nov. 3, 10 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Nov. 4 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Nov. 5, 10 (8:30-9 p.m.) *The Price Is Right,* Lever Bros. through J. Walter Thompson and Speidel through Norman, Craig & Kummel.

Nov. 5, 12 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall,* Kraft Foods Co. through J. Walter Thompson.

Nov. 6 (9:30-10 p.m.) *Ford Show,* Ford through J. Walter Thompson.

Nov. 6 (10:30-11 p.m.) *Masquerade Party,* P. Lorillard through Lennen & Newell.

Nov. 7 (8-9 p.m.) *Further Adventures of Ellery Queen,* RCA through K&E.

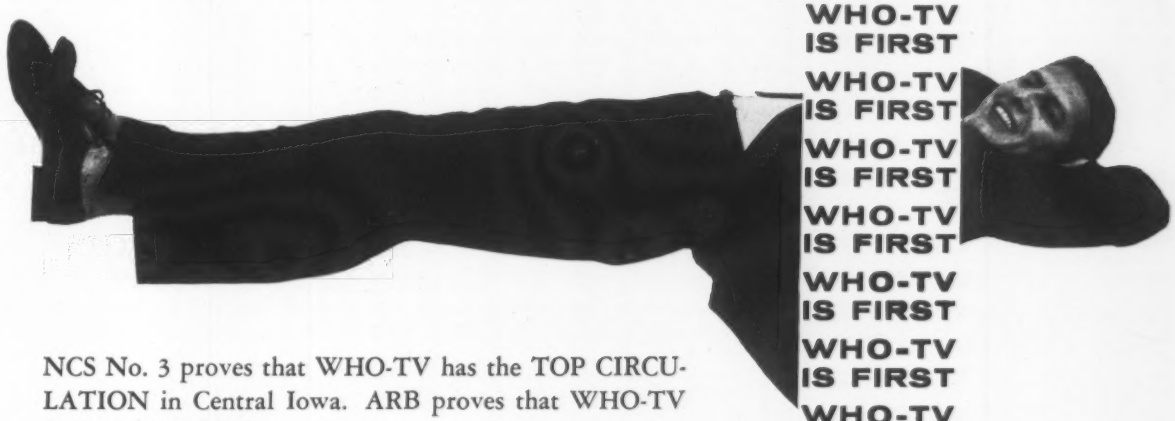
Nov. 8 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Nov. 9 (7:30-8 p.m.) *Northwest Passage,* RCA through K&E.

Nov. 9 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle Dane Bernbach, Timex through Peck, Greyhound through Grey and DuPont through BBDO.

Nov. 11 (8-9 p.m.) *Eddie Fisher Show,* RCA through K&E and Liggett & Myers through McCann-Erickson.

EASY AS PIE!



WHO-TV IS FIRST
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NCS No. 3 proves that WHO-TV has the TOP CIRCULATION in Central Iowa. ARB proves that WHO-TV has top RATINGS.

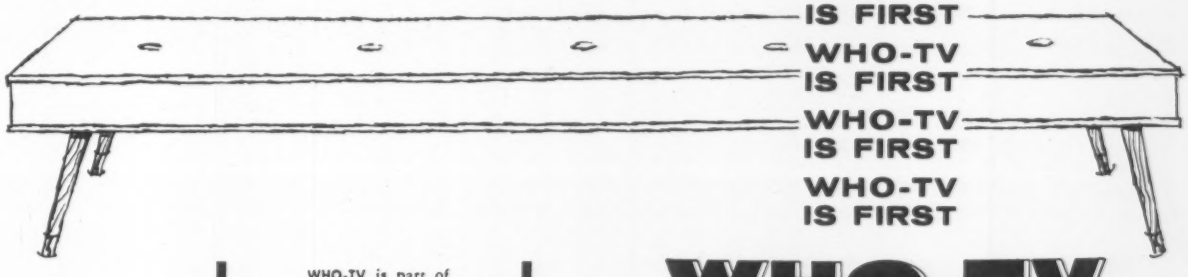
You know how we do it, of course—WHO-TV gives its public the *best there is in television.*

This formula *works.* It includes all well-known NBC features, plus top Iowa celebrities, plus one of the greatest film libraries ever assembled. Ask PGW about our excellent current availabilities—about "futures" that will be coming up at expiration of current seasonal campaigns.

With WHO-TV you can win Central Iowa—*easy as pie!*

NCS No. 3 CIRCULATION

	DAYTIME		NIGHTTIME	
	WEEKLY	DAILY	WEEKLY	DAILY
WHO-TV	214,800	144,830	238,830	187,640
STATION "B"	197,100	129,430	218,850	179,370



WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

NBC Affiliate

COUNTDOWN ON ANTI-TV BLAST?

- **Researcher claims ratings overestimate audience**
- **He'll submit shocker to ANA convention next week**

A bombshell is being wired to go off in television's face at the fall meeting of the Assn. of National Advertisers next week (Nov. 9-12).

It's a study conducted by researcher Myles A. Wallach, who says he'll demonstrate that advertisers don't get all they think they do when they sponsor television shows.

While withholding statistical findings for release at the ANA meeting at the Homestead, Hot Springs, Va., Mr. Wallach summarized in generalities for BROADCASTING some of the conclusions he will offer the assembled advertisers.

The study was made in Chicago, Philadelphia and Los Angeles between Oct. 5-16 for Ford Motor Co., Chrysler Corp., Revlon Inc. and *Reader's Digest* Assn. and employed personal coincidental interviews while these sponsors' programs were on the air. Programs involved were:

Ford's *Ed Sullivan Show* for Mercury (CBS-TV, alternate Sun., 8-9 p.m.), *Wagon Train* (NBC-TV, Wed., 7:30-8:30 p.m.) and *The Ford Show with Tennessee Ernie Ford* (NBC-TV, Thurs., 9:30-10 p.m.); Chrysler's *Lawrence Welk Show* for Dodge (ABC-TV, Sat., 9-10 p.m.) and *The Plymouth Show with Lawrence Welk* (ABC-TV, Wed., 7:30-8:30 p.m.); Revlon's *The $64,000 Question* (CBS-TV, alternate Sun., 10-10:30 p.m.) and *Garry Moore Show* (CBS-TV, Tues., 10-11 p.m.). *Reader's Digest* Assn., no longer a network sponsor since dropping its series a few years ago, agreed to sample homes tuned to these seven programs.

Mr. Wallach, founder-president of M. A. Wallach Research Inc., New York, is identified with last spring's test survey in Syracuse, N. Y., of "television personal interviews" (TPI) which employed both personal and telephone coincidental techniques [LEAD STORY, March 31]. The new study was done by Mr. Wallach's TPI Inc.

George Abrams, vice president and advertising manager of Revlon and chairman of the ANA's Radio-Tv Committee, provided some of the financing for the Syracuse pilot study last spring. At that time Mr. Abrams urged adoption of the TPI technique on a wide scale, but he received little support from other advertisers or from agencies and networks.

Here are some of Mr. Wallach's conclusions from his new study.

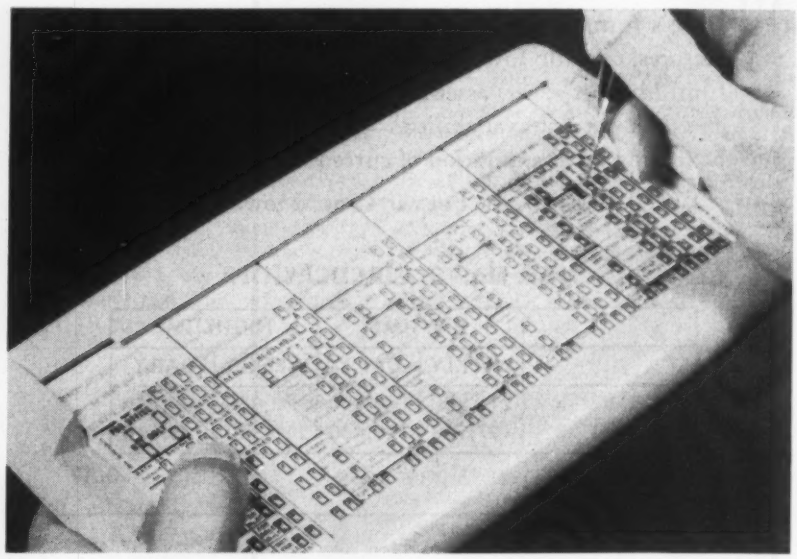
• On sets-in-use: "There is a major difference between 'set-in-use' and sets actually being viewed." He says TPI researchers found in one out of four homes tuned to tv that people were "engaged in additional activities" while watching programs; in some homes, TPI researchers found the set on but no one present in the "tv room." Were one to project this conclusion on a broad national scale, Mr. Wallach contends, then advertisers might well reconsider the validity of cost-per-thousand figures arrived at through present "mechanical" measurement methods. For "not only can you immediately eliminate at least 500,000 homes as not tuned in from a hypothetical home count of 10 million," he says, "but you can also question the concentration power of at least 2.4 million more homes."

• On viewing hours: Where "mechanical systems" show that on Saturday night "more people are watching tv than on any other night, our study showed otherwise," Mr. Wallach says. The "mechanical system" shows an increase in viewing of from 28% (6-7 p.m.) to 58% (9-10 p.m.) on Saturday night; TPI's survey showed a decline of from 40% (6-7 p.m.) to 34% (9-10 p.m.). One sampling (Sat., Oct. 11 at 9-10 p.m.) consisted of 1,298 calls; these produced 477 homes "tuned in," but "in 6% of these 477 homes no one was in the tv room," Mr. Wallach said.

• Where the set was on, but people were otherwise preoccupied, what were they doing? These "additional activities" mainly covered reading, Mr. Wallach claims. Reading preference ran from newspapers to books, with magazines second; the *Digest*—a sponsor of the survey—scored well among magazines. Depending on the day of the sample, a range of 12-35% of those found reading were reading newspapers. The 12% was found Sunday night when people had an entire day in which to conduct their "other activities." Program type affected reading habits, TPI found. Shows such as *Question* (requiring a high degree of viewer concentration) cut "additional activities"; variety shows of the Sullivan-Welk format accounted for a higher degree of reading.

• On sponsor identification: people read or sew or cook "right through the commercial," Mr. Wallach claims. In support of this conclusion Mr. Wallach offered isolated instances of viewer confusion over the names of products advertised on shows they had watched. Reportedly, he will document it in more detail before the ANA next week.

Mr. Wallach explains he "in no way seeks to discredit 'mechanical systems' nor do we intend to compete with them as a rival rating service." TPI, he says, "merely takes over where nose counting leaves off." He adds, "However, this does not prevent us from pointing up the fallacies of the techniques."



The gadget shown above enabled TPI interviewers to complete detailed, personal interviews in four minutes each, according to TPI's president, Myles Wallach. It's an IBM Port-A-Punch. Researchers merely punched holes in prearranged IBM cards to record answers to questions.

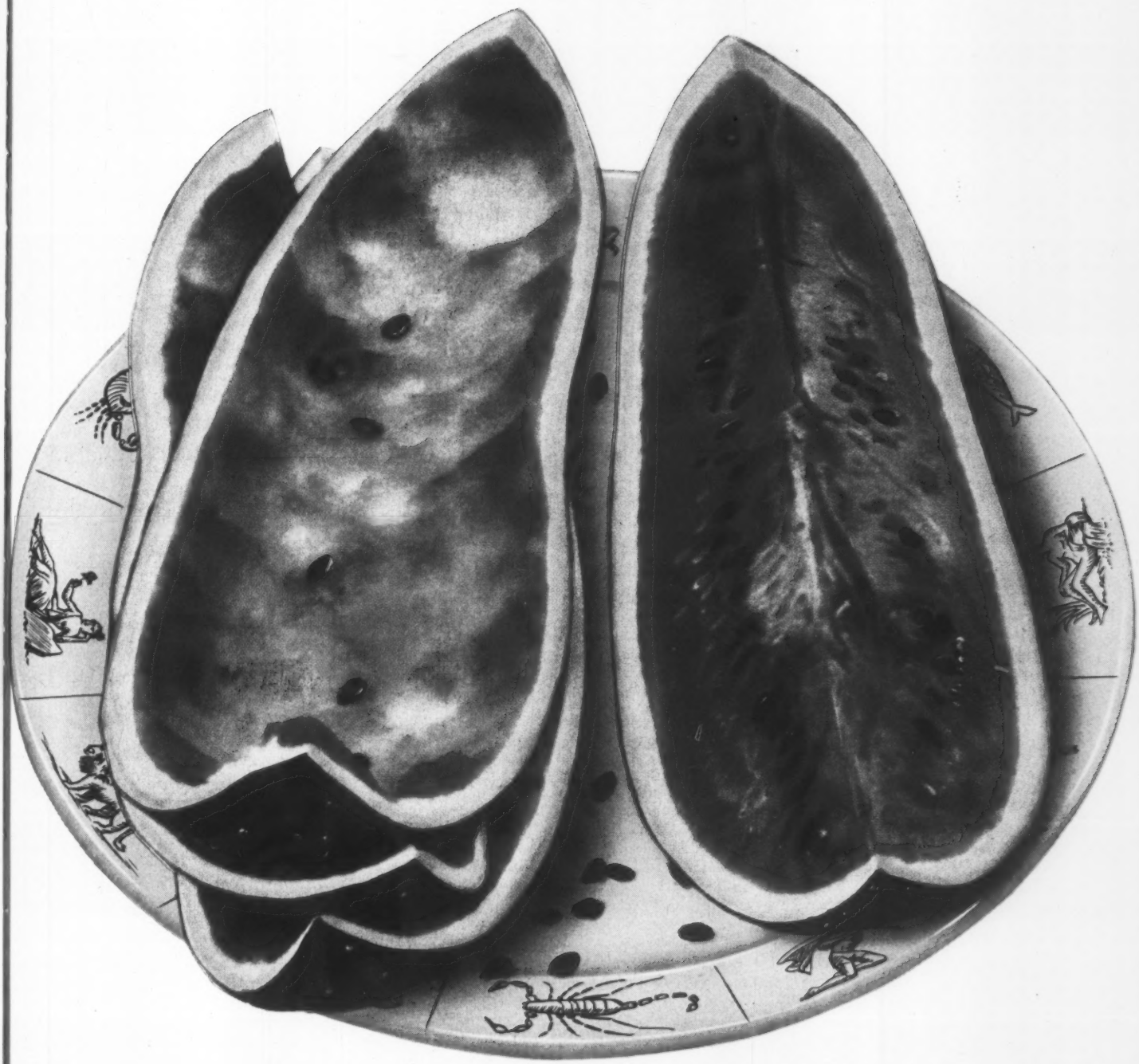
Here are the questions which TPI interviewers asked—all in four minutes: What program was being watched, time of program, sex and age of respondent, channel tuned to, program identification, sponsor indentification, whether program was liked or disliked and to what degree, who was not watching program, sex and age of those not watching, whether located before tv set or elsewhere in home when not watching, what they were doing, type of reading being done, income level of respondents, who was not at home, sex and age of those not at home.

Additionally respondents were asked what make car they owned (punched holes covered all domestic makes and some foreign brands), what make car they intended to buy, what shoe polish they used (a question geared to Revlon's Esquire brand), what lipstick they used.

For the survey which Mr. Wallach will describe to the ANA, 40 interviewers worked in each of the three markets, Chicago, Philadelphia and Los Angeles. They worked pre-arranged beats. Mr. Wallach claims each interviewer covered about six homes during a half-hour.

There was an average sampling of 720 homes in all three cities per program. Of 7,779 "contacts" (doorbells rung) about 6,000 were available for interviews.

a good quarter is always in season...



and we've had three great ones! WRCA-TV has stacked up quarterly records one after the other this year. The third quarter was the sweetest! WRCA-TV's share of audience was up a juicy 17% over last year... sales up a mighty 26%. It has been the biggest third quarter and the biggest first nine months in the station's history! Whatever your product, don't miss the record-breaking harvest of the last quarter... on the NBC leadership station in America's richest market.

SOURCE: NSI, JULY-SEPT., 1958 VS. 1957

WRCA-TV·4 NBC IN NEW YORK SOLD BY NBC SPOT SALES

Nielsen Nearly Ready With Instant Ratings

Instant ratings by the A. C. Nielsen Co. may be offered on a commercial basis by the end of this winter, Nielsen authorities reported last week.

They said they hoped by that time to have completed installation, already under way, of Instantaneous Audimeter equipment in the New York market. They expected to have IA in commercial use in Chicago shortly after commercial operation is begun in New York.

Henry Rahmel, executive vice president and broadcast division manager of the Nielsen company, said that "central instantaneous metering systems for several markets have been completed"; that "phone lines to portions of the New York sample have been installed" and that "completion of the New York sample will go forward as rapidly as the telephone company can provide the additional lines." He also noted that Nielsen has had a pilot instantaneous system in operation in Chicago since the summer of 1957.

MR. RAHMEL

Mr. Rahmel continued:

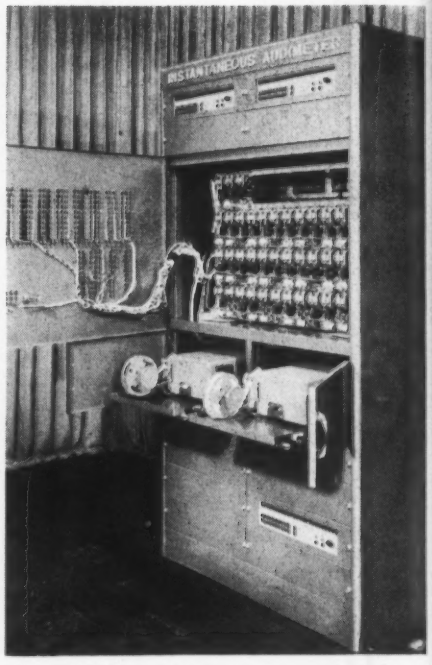
"Specifics for multi-city operations will be announced following completion of discussions with clients who have indicated interest in continuing, fast 'popularity' or 'test' ratings to supplement national Nielsen tv audience figures.

"Instantaneous Nielsen ratings—both for local and for multiple-market measurements —will be fully integrated with present NSI and NTI services. Fast ratings—as well as minute-by-minute data—will be available to Nielsen clients as optional, supplemental reports.

"As a consequence of over a year of operating experience with the latest instantaneous Audimeter, we can provide these newest Nielsen services with complete confidence in the accuracy and reliability of day-to-day home-by-home measurements. Operating costs have been reduced by developments that permit the use of lowest-rate phone lines and simplified equipment."

Currently the only instant ratings service in use is American Research Bureau's Arbitron, which started commercial operation in New York a few months ago. Nielsen sources said among the differences between Instantaneous Audimeter and Arbitron are that the former links each sample home directly to the central office whereas Arbitron links homes in groups, and that IA "queries" the sample homes by voltage rather than by tones and thus can use the cheapest lines available.

The central office of the IA New York operation will be the Nielsen headquarters at 575 Lexington Ave.



A LOOK at the inner-works of IA

SPONSORS: ARE THEY MEDDLING CENSORS?

The high cost of television may be the means of freeing writers and producers of the bugaboo of "sponsor censorship," Walter Bunker, vice president and director of Hollywood radio-tv for Young & Rubicam, told a meeting of the Academy of Television Arts & Sciences Hollywood chapter last Monday (Oct. 27).

Speaking at a panel discussion on censorship, Mr. Bunker pointed out that the high cost of tv has created a trend toward multiple sponsorship of programs and away from the tradition of single sponsorship. The single advertiser is closely associated with his program by the public, the agency executive said, and if viewers don't like what they see they may transfer that dislike to the advertiser by refusing to buy his product.

"Television is going through a state of evolution," Mr. Bunker said, "and when the time comes that the advertiser is one of a number and is not held responsible for the program content and his sales are not adversely affected if people don't like it, he'll stop worrying about it."

This is already happening, he noted, with series like *Playhouse 90* where the commercials advertise a number of diverse products, presenting dramatic themes that would be taboo on single-sponsored programs. "No advertiser wants to be a censor," he stated, "but he doesn't want to be blamed for an unpopular viewpoint expressed on his program."

Sharp disagreement with Mr. Bunker's views was expressed by Rod Serling, top tv dramatic writer. "If the advertiser chooses to sponsor drama on tv, he's dealing with a legitimate art form and he has no right to bastardize it for commercial purposes," Mr. Serling declared. He reported on "The Town That Turned to Dust," one of his dramas which was presented on *Playhouse 90*. The finale was vitiated, he said, by the elimination of a suicide "because one of the sponsors is an insurance company and apparently was afraid that if they saw a suicide on tv the viewers would all rush to leap out of their own windows."

Mr. Serling also disagreed with the statement of Robert Wood, manager of continuity acceptance for NBC, Hollywood, that a network continuity editor has a duty

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

VENUS ORBIT • Venus Pen & Pencil Corp. is introducing its new line of Venus Paradise pre-sketched coloring sets in 12 markets in pre-Christmas campaign. Doyle Dane Bernbach, N. Y., is agency.

TWO VOTES FOR NBC-TV • Phillies Cigars, Phila., and American Safety Razor Co., N. Y., are co-sponsoring NBC-TV election coverage on Nov. 4, from 9 p.m. to conclusion, 1 a.m. or later. Phillies agency: Feigenbaum & Wermen, Phila.; American Safety Razor's: Kenyon & Eckhardt, N. Y.

SARA LEE AT POLLS • Kitchens of Sara Lee (coffee, chocolate, cheese cakes) in first network television buy, has signed to sponsor *Election Night: 1958* on ABC-TV Nov. 4, 10 p.m. to conclusion. Cunningham & Walsh, N. Y., is agency.

LIONEL TIMETABLE • Lionel Corp. (electric trains), N. Y., in a pre-Christmas campaign, will initiate spot television effort in 46 major markets Nov. 10 and continuing five weeks. Agency: Grey Adv., N. Y.

BEER, CIGARETTES AT PLAY • Pabst Brewing Co. and American Tobacco Co. will co-sponsor play-by-play radio broadcasts of all baseball games played by Los Angeles Dodgers in 1959 as they did in 1958, with KMPC Los Angeles and special Los Angeles Dodgers radio network covering 10 southern California counties carrying all broadcasts. Other stations have not been announced. Vin Scully and Jerry Doggett will again handle descriptions of Dodgers, covering spring exhibition games as well as those of regular season. Young & Rubicam, L. A., is agency for Pabst's Eastside beer (to be advertised on baseball broadcasts). BBDO, N. Y., handles American Tobacco account.

PRESSING THAT RADIO SPOT BUTTON • Shulton Inc., Clifton, N. J., returns to its flexible lineup of 80 radio stations (48 markets) Dec. 1 for concentrated pre-Yuletide spot campaign. Through Wesley Assoc., toiletries firm maintains year-long availabilities, using them at certain periods such as Father's Day, Christmas, etc. Additionally, Shulton will use its time on ABC-TV's "Daybreak" programming plus participations on CBS Radio's *Arthur Godfrey Show*.

*21 Markets in 21 Weeks**

*as of October 13, 1958

Paramount Pictures*
Rating Power
mca tv

SOLD
WCBS-TV
New York

SOLD
WJBK-TV
Detroit

SOLD
WBZ-TV
Boston

SOLD
KNXT
Los Angeles

SOLD
WTOL-TV
Toledo

SOLD
KUTV
Salt Lake City

SOLD
WBAL-TV
Baltimore

SOLD
KIRO-TV
Seattle

SOLD
WTCN-TV
Minneapolis

Historic Highs in Ratings Every Market to Date

SOLD
WCAU-TV
Philadelphia

SOLD
KUAM-TV
Guam

SOLD
KBET-TV
Sacramento

SOLD
WTTV
Indianapolis

SOLD
WFBM-TV
Indianapolis

SOLD
KMOX-TV
St. Louis

SOLD
WOOD-TV
Grand Rapids

SOLD
KETV
Omaha

SOLD
WITI-TV
Milwaukee

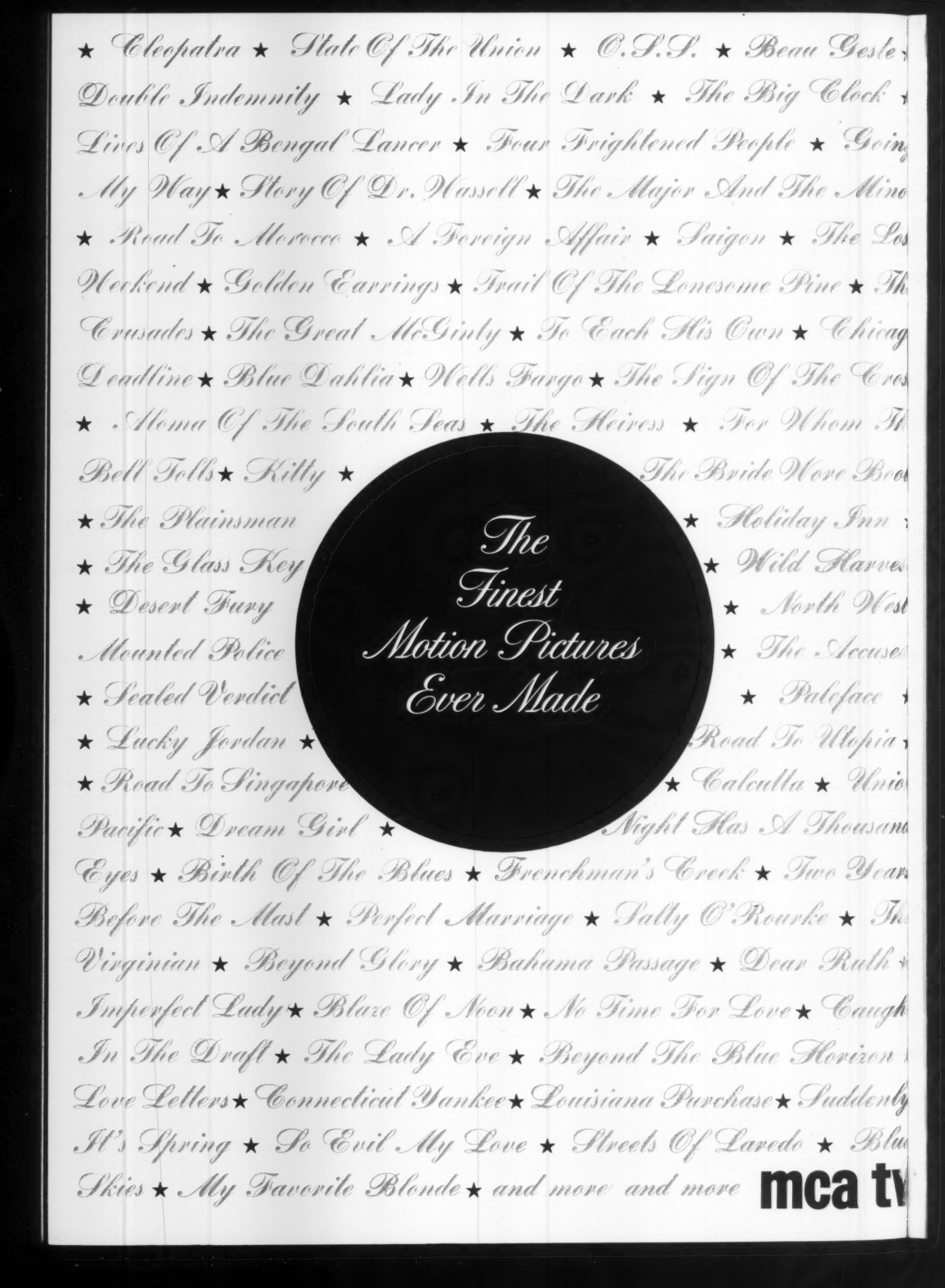
SOLD
KPIX
San Francisco

SOLD
KHQ-TV
Spokane

SOLD
WTOP-TV
Washington, D. C.

SOLD
WJW-TV
Cleveland

*PRE '48


★ Cleopatra ★ State Of The Union ★ O.S.S. ★ Beau Geste
Double Indemnity ★ Lady In The Dark ★ The Big Clock
Lives Of A Bengal Lancer ★ Four Frightened People ★ Going
My Way ★ Story Of Dr. Wassell ★ The Major And The Mino
★ Road To Morocco ★ A Foreign Affair ★ Saigon ★ The Los
Weekend ★ Golden Earrings ★ Trail Of The Lonesome Pine ★ Th
Crusades ★ The Great McGinty ★ To Each His Own ★ Chicag
Deadline ★ Blue Dahlia ★ Wells Fargo ★ The Sign Of The Cros
★ Aloma Of The South Seas ★ The Heiress ★ For Whom Th
Bell Tolls ★ Kitty ★ The Bride Wore Boo
★ The Plainsman ★ Holiday Inn
★ The Glass Key ★ Wild Harves
★ Desert Fury ★ North West
Mounted Police ★ The Accused
★ Sealed Verdict ★ Paleface
★ Lucky Jordan ★ Road To Utopia
★ Road To Singapore ★ Calcutta ★ Union
Pacific ★ Dream Girl ★ Night Has A Thousand
Eyes ★ Birth Of The Blues ★ Frenchman's Creek ★ Two Years
Before The Mast ★ Perfect Marriage ★ Sally O'Rourke ★ Th
Virginian ★ Beyond Glory ★ Bahama Passage ★ Dear Ruth
Imperfect Lady ★ Blaze Of Noon ★ No Time For Love ★ Caugh
In The Draft ★ The Lady Eve ★ Beyond The Blue Horizon
Love Letters ★ Connecticut Yankee ★ Louisiana Purchase ★ Suddenly
It's Spring ★ So Evil My Love ★ Streets Of Laredo ★ Blue
Skies ★ My Favorite Blonde ★ and more and more
The Finest Motion Pictures Ever Made
mca tv

to a client to keep the names of competitive products off of his program. Such thinking can lead to ridiculous results, he argued, stating that in one of his dramas the line "I'm an American" was changed to "I'm from the United States" because the sponsor was a tobacco company but not the American Tobacco Co.

Supporting Mr. Serling, Sheldon Leonard, producer-director for Marterto Productions, said that the creative people of television "must stand up for our right to be true to our own standards. The networks have an obligation to help us tell good stories instead of seeing that no one gets a free case of whiskey by mentioning Mother Grass's noodle soup."

There's too much fear of criticism, Mr. Leonard said. "I can't overstate the power of a few organized bigots, a small group making a big noise," he declared.

Dorothy L. Brown, continuity acceptance editor for ABC in Hollywood, told writers that she and her colleagues could help them if they'd take their scripts in before showing them to the sponsor or his agency. "A continuity acceptance editor is like a traffic cop," she said. "No one likes him and no one pays much attention to the rules until he's picked up for a violation." She added that even if the sponsor stops exerting censorship authority, as Mr. Brinker suggested, the network continuity editors will still be on the job "to protect the public and the network and to uphold the [NAB Television] Code."

W. H. Tankersley, manager of editing for CBS, Hollywood, pointed out that a network is made up of a group of stations who can't delegate their individual responsibility for the programs they broadcast and yet are unable to view each network offering in advance. The network continuity editor tries to interpret the industry code and to regulate programming as best he can in the interests of the station, as well as the advertiser and the public, he said.

A bitter attack on all tv broadcasters was launched by Frank Orme, contributing editor, *Telefilm Magazine*, who charged them with putting on this fall "the worst possible type of crime programs, indoctrinating our children with the philosophy of violence. Every Saturday there are over 100 killings on tv in Los Angeles," he averred.

True Boardman, producer-director for John Sutherland Productions, moderated debate on the resolution that "censorship as now practiced in television operates for the maximum benefit of public and industry."

Radio Count First in Two Years

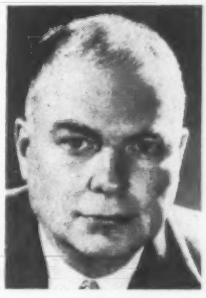
The radio set census to be launched next month by the U. S. Census Bureau will be the first major survey of radio sets since March 1956—not the first in four years as reported by Radio Advertising Bureau and Advertising Research Foundation in announcing plans for the study [ADVERTISERS & AGENCIES, Oct. 20]. RAB officials noted last week that it is the first "industry-supported" census of radio since 1954, but that in March 1956 A. C. Nielsen Co. made a radio set count as a by-product of its Nielsen coverage service study No. II. The upcoming study is sponsored by RAB, supervised by ARF.

EASTERN AAAA TAKES CLOSE-UPS ON TV SINS, NBC RADIO 'VISION'

- **Brady lists tv faults; Culligan gives am presentation**
- **Vitriol charts agency change; two media teams pick tv**

Television commercials and the new "memory-vision" concept of audio salesmanship were high on the Radio-Tv Workshop agenda at the 1958 Eastern Annual Conference of the American Assn. of Advertising Agencies, held in New York last Monday and Tuesday (Oct. 27-28).

The radio-tv session was one of eight workshops which, together with a wind-up "Look-Ahead Meeting," attracted a total cumulative attendance of 1,940 during the two days. In most cases three workshops ran simultaneously.


MR. BRADY

Conducted by Arthur Bellaire, BBDO vice president in charge of radio-tv copy, the radio-tv workshop heard the "Seven Deadly Sins of Television Commercials" listed by Barrett Brady, senior vice president in charge of creative service for Kenyon & Eckhardt. He said they were the major "sins" turned up in research on the subject and listed them as follows:

1. "If you have nothing to say, sing it."
2. "Talking your audience to death."
3. The "neurotic" commercial (over-excited, bewildered and bewildering, etc.).
4. The commercial that doesn't "mind its manners" (too aggressive, in bad taste, etc.).
5. Silliness—losing touch with reality.
6. Failure to demonstrate (probably the "unforgivable sin").
7. "Too much sugar in the sugar coating" (too much of "anything" that interferes with the selling).

In a major presentation on his new memory-vision concept, Matthew J. Culligan, executive vice president in charge of the NBC Radio network, suggested that products and services of a "very intimate nature" ought to use more radio in order to get the benefit of listener-identification that can be achieved through the use of sounds.

He described such products as those "which relate to health and safety, or beauty and even the security and welfare of your loved ones."

"In such cases," he said, "we believe the prospect needs to identify himself or herself with the results of the use of such products or services in order that the commercial may do its most efficient work." He said that through the use of appropriate sounds, radio can "personalize" products for the listener.

Mr. Culligan also expanded on the concept of "engineered circulation"—the idea that the consumer must be led not only to buy but then to use a product. "The tidy row of unopened packages in the pantry, or medicine chest or refrigerator is a block to the next sale," he pointed out.

Since research has shown that most packaged beer sales are made to women in the daytime but that most of the beer is drunk by men and women between 4 and 8 p.m., he asserted, beer advertisers should use radio extensively in the daytime to get women to buy, and then switch to another type of commercial later in the day to make both men and women "thirsty."

Mr. Culligan summarized the memory-vision concept—of which "engineered circulation" is an element—as recognizing the following: "(1) The human memory is the keystone of all learning; (2) sound contributes mightily to learning as the first and constant source of new memory images; (3) sound plus imagination teach us about things which do not really exist; (4) advertising which aims at people only as customers, not as users, is not really fulfilling its total responsibility."

In another radio-tv workshop speech Alfred J. Seaman, executive vice president and creative director of Compton Adv., said an agency's job in preparing commercials is to "go into the living room with a strong sales message—but deliver it in a welcome way."

He said that when the agency develops a commercial with good entertainment value but has it rejected by a client who wants "hard-sell wrapped in dullness," the thing to do is not to capitulate but rather to "synthesize" the agency's idea with the client's.

"If you look for the synthesis—the new idea which is the resultant of the two opposing ideas—you will, in most cases, have created something new and better, and which everybody can believe in," he asserted. "Put this creative approach to work and we will have better television commercials. And you will have a bigger, more creatively satisfying role to play."

Thomas E. Naegele, television art director for J. Walter Thompson Co., urged "simplification of intra and extra-agency communications" in his speech.

"In revising our concept of the 'team' to its original meaning—that is, the smallest necessary number of creative people, perhaps no more than three—we would gradually combine the functions of the writer, the video designer or art director, and the agency producer," he said. "On this basis, a talented individual can coordinate and apply him or herself with abandon, shoulder full responsibility, and claim some credit for the results. The art director's hand is rarely evident in the bulk of today's commercials.

"The writer's vision is sensed but not seen, the producer's effort is difficult to evaluate. The best work appears to be done, not within the agency, but in the filmhouse."

A media plan accentuating television was presented by the second team, which consisted of Ann Wright, associate media direc-

tor of the J. Walter Thompson Co., New York, and Lewis H. Happ, media director of Geyer Adv. Their approach placed about 76% of the budget in television, with the emphasis on daytime network programs, supported by tv spot announcement campaigns in the top 18 markets of the country. Television was supported by color insertions in general weekly and women's magazines. The team said that in the basic effort network tv would reach a television audience that is "a good one" for the product, whereas the spot effort would be concentrated in areas where the network programming was light and in regions in which extra weight should be placed to attain marketing objectives.

Mr. Matthews commented at the end of the session that these were only two of several that could be utilized and pointed out that it was suggested to the teams that one plan emphasize the printed media and the other the broadcast media.

A question was asked of the speakers why radio was not included in either of the plans. Both replied that they had considered radio but ultimately had decided to rely on other media, largely because of the limitations of the budget.

Ultimately, Mr. Naegele said, "we must reduce the trio to a pair and finally to a single individual. . . . In many agencies this concept has already taken root. Most producers were writers or art directors at one time, which means they can readily double for one or both of the other corners of the triangle.

". . . With the creative direction and responsibility in one pair of hands, I believe production schedules will shrink, releasing additional time for the creative work."

Ed Graham Jr., president of Goulding-Elliott-Graham Productions and credited with creation of the Bert and Harry Piel commercials for Piel's beer, derided the notion that New York has a monopoly on sophistication in a talk titled: "Sure, They'll Get It in Dubuque—but Will They in New York?" He showed a number of tv commercials prepared for use outside of New York, including spots for Hamm's beer, Butter-Nut coffee, Western airlines, Speedway gas, Snowdrift and Andersen split pea soup.

In response to another speaker who seemed to question whether the Bert and Harry commercials really sell, Mr. Graham said that during the first 27 months that these commercials were used—the period during which he was associated with them and therefore had access to sales data—the

PLAYBACK

QUOTES WORTH REPEATING

ON CARPING & INITIATIVE

Arthur C. Schofield, vice president for advertising and sales promotion, Storer Broadcasting Co., handed out some plain talk to Northwestern Ohio Newspaper Assn. at its Oct. 24 meeting in Toledo, chiding newspapers for criticizing radio and tv and reminding them that "imagination, not criticism, made the newspapers great." His talk included these pointed observations:

Pointing the finger of criticism at a competitive medium will not sell an inch of advertising space for newspapers. Your newspaper trade associations have spent considerable time and money criticizing radio and television. Too much crime, they say, yet 138 years after the start of regularly-published newspapers in this country, one paper itemized a list of accidental deaths (murders, clothing on fire, drownings, etc.) printed on its pages the 181 days from Jan. 1 through June 30. They totaled over 900, more than five a day. Other papers printed the report and then went on to prove to their readers they had printed even more deaths.

You say we have too many ads [commercials] and too many medical ads, yet a distinguished New Yorker said a few years ago there were more drugs on exhibit in the columns of a newspaper than there were on a drug store's shelves. Even worse, the drugs were on sale at the newspaper offices. You won't find them on sale at a broadcasting station.

The advertising in the newspapers reached such a point that a district attorney brought suit against a newspaper and won the case, the paper being fined $30,000 because of its obscene ads. At one time the personals and classified advertising were little more than a directory of houses of ill-repute. Now broadcasters, like newspapermen, might know where these are situated—in some cases they may even have patronized them—but to my knowledge we have never advertised them over the air.

If you think newspapers are losing to another medium, they deserve to lose; if you think another medium is more aggressive, it deserves the attention. The railroads are the classic example of finger-pointing. They sat around and cried so long they drowned in their own tears. But did they try to improve their service or accommodations?

RESEARCH CAN STULTIFY

Benedict Gimbel Jr., president-general manager of WIP Philadelphia, doesn't think marketing research "is worth a damn," and doesn't believe there's "such a thing as merchandising." He made this observation in an Oct. 28 address to U. of Pennsylvania Merchandising Associates, after receiving a medal for outstanding contribution to merchandising and research in Philadelphia. Here are excerpts from his address:

Six months ago if anyone had asked you whether you thought a piece of hardened plastic garden hose stapled together in the form of a loop might sell a few thousand copies you might have snickered in your patronizing teeth. Now you know that over 16 million hula hoops have been sold in the U. S. in the past six months.

Where are the great successes of research? A gigantic research company was hired to prove a point you could see in any restaurant—more women than men were smoking Marlboros. The tatooed man campaign was born. They forgot to research one thing: what kind of a man gets himself tattooed. A recent survey showed the tattooed man has a greater tendency to have a psychopathic personality. Now just suppose Marlboros had had this kind of research done before they launched the campaign. They would have abandoned it before it started and one of the great advertising jobs of the century would never have been performed.

Research will tell RCA that people will buy color tv by the millions; tell Ford they need a car between the Mercury and the Ford; say "sorry" to Harry Truman in 1948; show you a magazine named *Sports Illustrated* could never make it; prove that bumblebees can't really fly. I think it proves that people without imagination are substituting research for ideas, statistics for the ability to sell.

PUBLIC ENEMY

Editorial in the Winston-Salem *(N.C.)* Journal *Oct. 15:*

The fire commissioner in New York City reported recently that kitchen fires had increased 90%. Most of them, he said, occur between 5 p.m. and 7 p.m., which led an analytical reporter to conclude that too many housewives were leaving their supper unwatched while they watched television. . . .

It's a conclusion indicative of the inclination these days to blame television for anything that goes wrong—from juvenile delinquency on down to lack of attendance at baseball games. Television isn't lily white, goodness knows. It's tampered with more than one good intention and habit. But it can't be responsible for all that's bad.

In every generation there has to be some scapegoat to salve the people's conscience for their sins of omission and commission. The waywardness of youth, for example, has in times past been attributed to corruption in the king's court, the bad example of aristocracy, prohibition and the Bunny Hop, unemployment and, more recently, rock 'n' roll.

Now it's television which is the whipping boy. And, one must admit, it's about the handiest one yet.

company "set sales records" nationwide.

Herbert A. Vitriol, Sullivan, Stauffer, Colwell & Bayles vice president, one of four speakers at the account management workshop, warned there were more experienced account executives looking for positions today "than ever before in the agency business." Yet, he observed, there are more account jobs open. The reason for this situation, he implied, was a thinning in the ranks of those who would be qualified because of radical changes in marketing over the past 10 years.

Mr. Vitriol outlined the areas in which an account executive must "shine," explaining how in his opinion the account man can fit into them. The theme of this was the need for the account executive to know his client's field totally, realizing the profit motive of the client and being able to function as an overall coordinator of several agency services functioning for the client's benefit.

In projecting his thinking ahead, Mr. Vitriol predicted that over the next 10 years the following developments are likely:

• The entire retailing picture will change. The discount house, supermarket and other chain may blend into a form of a "general store" of the future.

• As business mergers continue, a new type of thinking will have to emerge to either control or "compete with" the trend to consolidation. He noted that the R. J. Reynolds Tobacco-Warner Lambert projected merger, regardless of other considerations, meant that there would be single control over an advertising budget of some $50 millions.

• There will be a big change in consumers in numbers alone with over 200 million people. He touched on youngsters being "sensitized toward advertising," particularly because of television; how "markets" are merging as suburban and exurban areas expand ("We now think in metropolitan areas," he said, "but in 10 years from now many of these areas will fuse.").

In speaking of big business in advertising, Vitriol asserted that an agency billing $5-20 million a year "must merge just to stay alive" and that account men must be on guard against what he labeled as "efficient mediocrity," a symptom of bigness in advertising.

Other speakers, all of whom dealt with the account executive and his responsibilities and functions in the agency field, included Robert Bragernick, vice president in charge of marketing, Seagram-Distillers Co.; Anderson F. Hewitt, senior vice president, Kenyon & Eckhardt, and Bryan Houston, chairman of the board, Bryan Houston Inc.

Mr. Bragernick, as did the other speakers, emphasized the need for better "communications" between the advertiser and the agency, noting that the person best located to achieve this was the account executive. Each had a plethora of "rules" for the idealized account man, stressing mutual trust and understanding.

The media buying workshop was devoted to media strategy for a new, mythical product. It consisted of a discussion by two teams, comprised of two media specialists each, on the use of media to introduce a new soluble food beverage and to sustain a national campaign. William E. Matthews, vice president, media relations department, Young & Rubicam, New York, presided at the session.

The first team, consisting of Julia B. Brown, vice president and associate media director, Compton Adv., New York, and Gerald T. Arthur, vice president and manager of the media department, Fuller & Smith & Ross Inc., New York, elected to emphasize print media for the set budget of $4 million a year. The team reasoned that since the chief purchaser of the product would be housewives, women's magazines would be the primary print purchase, supplemented by weekly magazines and comic supplements, all in four-color. Other media were considered by the team but rejected—television because of its "high cost."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,766,000 people in the U. S. over 12 years of age during the week Oct. 17-Oct. 23. This is how they spent their time:

72.6%	(91,306,000)	spent	1,855.7 million hours	WATCHING TELEVISION
56.3%	(70,806,000)	spent	991.4 million hours	LISTENING TO RADIO
83.4%	(105,140,000)	spent	441.4 million hours	READING NEWSPAPERS
36.2%	(45,527,000)	spent	200.9 million hours	READING MAGAZINES
26.5%	(33,328,000)	spent	412.7 million hours	WATCHING MOVIES ON TV
21.6%	(27,217,000)	spent	112.5 million hours	ATTENDING MOVIES*

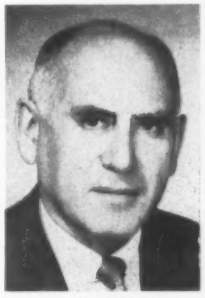
These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Oct. 1, Sindlinger data shows: (1) 111,385,000 people over 12 years of age have access to tv (88.6% of the people in that age group); (2) 43,132,000 households with tv; (3) 47,491,000 tv sets in use in U. S.

Mogul Speaks for Flexibility In Mode of Agency Compensation

A proposal that agency compensation be tailored to suit specific client needs was made Thursday night (Oct. 30) by the head of an agency that has adopted a variation of compensation methods for its clients.


MR. MOGUL

Addressing the greater New York chapter of Alpha Delta Sigma, national professional advertising fraternity, Emil Mogul confessed "We have frequently found that 15% gross, even on million dollar budgets, is just not enough to cover costs and to yield a reasonable profit." He said it was "no longer heretical or unethical to consider other means of compensation" and suggested agencies ought to determine their total compensation and billing formulae "on the basis of the work and the services that the individual account requires."

The Mogul agency, the speaker continued, has adopted five different billing techniques. These include the traditional 15% plus "supplementary fees for special work" and the 15% on commissionable billing plus 17.65% on non-commissionable advertising based on man-hours, indirect overhead and reasonable profit. These two are applied to most of the large Mogul accounts, including Revlon Inc. and Park & Tilford (Tintex dyes). Mogul also gets compensation by means of straight fees, a system working for five or six clients including Barricini Candy Shops, Adam Hat Mfrs. and Field & Flint (Foot-Joy shoes). For two "small accounts" the agency would not identify, Mogul works on percentage of sales plus 15% commission.

Its most widely-known variation of compensation techniques has worked happily for Rayco Mfg. Co. This "percentage-of-sales" arrangement has benefited both client and agency, Mr. Mogul declared. Rayco's 1958 sales are up approximately $1.5 million over 1957—"an increase which was accomplished with $100,000 less in advertising expenditure," the advertising executive noted. "But instead of being penalized for having done a good job and reduced the advertising/sales ratio," he concluded, "We have benefited because our income is based on sales results instead of on how much or how little we spend to achieve them."

Radio Campaign for Scotkins

Scott Paper Co. (Scotkins paper napkins), Chester, Pa., is putting more than $120,000 in radio spots in the six shopping days before Thanksgiving (Nov. 27). Nearly 500 outlets in 250 large markets will carry 10-20- and 30-second announcements prepared by Scott agency, J. Walter Thompson Co.

$165 Million Media Donations Reported by Advertising Council

Media-advertiser contributions to Advertising Council campaigns amounted to $165 million in the 16 months ending June 30, 1958, setting a peacetime record, the council's annual report said last week. Also during the week the council board, meeting in Chicago, approved a two-year extension of such major projects as Aid to Higher Education, Mental Health and Religious Overseas Aid.

The 1957 year-end total from sponsored radio network time alone was more than two billion radio home impressions, donated to 18 major public service campaigns and 52 other causes. Circulation contributed by television network advertisers in 1957 jumped 50% over the previous year's total, from 10 billion television home impressions to over 15 billion. Figures in the report are based on ratings provided free to the council by A. C. Nielsen Co. Because of a change in the council's fiscal year, the new report covers 16 months.

All advertising in the public service campaigns was created on a volunteer basis by 18 different agencies. At the same time, 19 corporate executives contributed their time and services as volunteer coordinators of the council's public service projects.

In Chicago, the council board heard recommendations of the campaign's review committee, headed by Leo Burnett, board chairman of Leo Burnett Co. These will be submitted to the council's public policy committee for approval.

One council campaign—for the American Committee to Improve Our Neighborhoods (ACTION)—will be dropped at the end of its current run Jan. 1, 1960. The polio vaccine drive will be conducted on a more limited basis and the armed forces manpower campaign will be suspended, having served its purpose.

The Advertising Council's board of directors, holding an open meeting at Chicago's Sheraton-Blackstone Hotel Oct. 23, also heard a report on the current "Give, Register & Vote" campaign in air and print media, described as highly productive "in a remarkably short time." Over 100 million home impressions for radio, together with 75,000 local station messages and 350 million home impressions on sponsored network shows in television, were reported to the board.

Roberts Due-Bill Enterprise Now 51% Owned by Sheraton Firm

The Sheraton Corp. of America, New York, has acquired a 51% interest in World Travelers Club Inc., New York, a "use certificate" (due bill) advertising organization starting in radio and television with plans to expand later in print media.

Robin Moore, vice president of Sheraton, and Paul Roberts, president of WTC and former president of MBS, confirmed last week that the transaction had been completed several weeks ago. They declined to specify the amount of money Sheraton has invested in WTC.

Sheraton Corp. of America owns 49 hotels located in cities throughout the country.

Mr. Roberts organized WTC in August and to date, he said, has completed more than $5 million in business [PROFESSIONAL SERVICES, Sept. 15]. The WTC plan operates through two "pools," one of time and space outlets, the other of suppliers of goods and services.

To date, Mr. Roberts said, more than 700 radio stations and 108 tv outlets have been enrolled as members. He said the company initially has concentrated on radio-tv stations but this week will begin a drive to enlist publications. The cost of operating WTC, Mr. Roberts said, will be borne by the various media, who will pay the company a 15% commission.

To facilitate its operation, WTC is issuing a monthly bulletin to its media members, listing merchandise and services available to them. The first 64-page bulletin will be distributed to members this week.

Mr. Roberts reported the staff has grown in the past month from 15 to 31 and the company shortly will move into an entire floor at 655 Madison Ave., New York.

Mr. Roberts acknowledged that many of the advertiser members are reluctant to publicize their association with WTC but it is known that many leading transportation companies, restaurants, resorts and diverse businesses are members. On the list are Sheraton Cole Steel Equipment Co., U. S. Pharmacal Co. (Soothene and Baby Sweet), U. S. Rubber Corp. (Keds sneakers), Michael C. Fina Co. (jewelry), KLM Royal Dutch Airlines, Cherrill Furniture Corp. and U. S. Pool Corp.

U. S. Pool—manufacturer of the Gertrude Ederle Dive 'N Swim prefabricated vinyl and fiberglas pool—announced last week it would shortly "kick off a million dollar ad campaign," 50% of its allocations being "spent" in tv. However, later in the week the firm's founder and president, 28-year-old Jerome Y. Rudolph, admitted he "hopes" to place tv and radio advertising through Paul Roberts' due bill system in over 100 markets "by next May," and estimates the "end card rate worth" of this time will come to about $500,000. But U. S. Pool is paying print media to take its advertising.

So far U. S. Pool is committed to give the Roberts organizations enough swimming pools to cover $50,000 worth of tv time in 15 of the nation's top 30 markets, most of these in the East and Midwest. It is aiming for the Christmas market. Mr. Rudolph explained his arrangement with World Travelers is being handled direct and does not involve his advertising agency, Hyman Levy Adv., Newark. U. S. Pool currently is underwriting (through a franchised distributor in Dallas) a paid cash tv spot "test campaign" on seven Texas stations which is geared to the retail level.

U. S. Pool said it will take paid space in such publications as *Wall Street Journal, New Yorker, American Home, Parents Magazine* and trade journals such as *Swimming Pool Age* and *American Builder.*

Manchee Leaving BBDO Post; Ratner Quits Benton & Bowles

Two top-notch agency executives—Fred B. Manchee, executive vice president and treasurer of BBDO, and Victor M. Ratner, Benton & Bowles vice president—were in the process of leaving their posts last week.

Mr. Manchee resigns his BBDO post at the end of the year to devote more of his time to a book he is writing that will "answer critics of advertising." He will continue, however, his 32-year association with the agency.

Mr. Ratner, also a veteran of the advertising field, was to leave B & B on Saturday (Nov. 1). He was said to be considering several offers. Before he joined Benton & Bowles about 18 months ago, Mr. Ratner was a vice president at McCann-Erickson.

Purex Purchases Puhl Products

Purex Corp. Ltd. of California (cleaning products), has acquired John Puhl Products Co. (Little Bo-Peep household ammonia), Chicago, it has been announced by Alan C. Stoneman and J. Mark Herbert, presidents of Purex and Sterling Drug Inc. (parent of Puhl), respectively. Stanley H. Kord, president of Puhl Div., takes on added duties as vice president of Purex Corp.

B&B: NETWORK TV TAB TO GROW

Benton & Bowles, a yearly contender for top billing honors among radio-tv agencies, has prepared figures which show cost of television programs on a continued upward climb.

The agency is estimating that an average half-hour nighttime program on network tv will cost $92,000 in 1959. This includes both time and talent and compares to $87,700 in 1958, $77,600 in 1957 and $67,400 in 1956.

B&B notes that much of the data presented is estimated and "some subject to change" but nonetheless are provided "as a helpful rough guide and should be checked against latest information."

Benton & Bowles gives the agency and Nielsen Television Index as the sources for the cost information.

At the same time, Benton & Bowles pegs the cost per thousand per commercial minute (based again on time and talent and not including volume discounts) in a half-hour evening program at $3.60. (Total cost of half hour estimated at $87,700) and in an hour evening program at $3.23 (total cost of full hour estimated at $163,500). The latter figure does not include tv spectaculars.

In the daytime, B & B picks the 15-minute segment costing $1.90.

In a further general breakdown, the agency, using the gross hour rate as a base, calculates 10 minutes of commercial time to be a third of the rate; a 15-minute segment at 40%; a half-hour at 60%, and three-quarters of an hour at 80%.

wherever they be

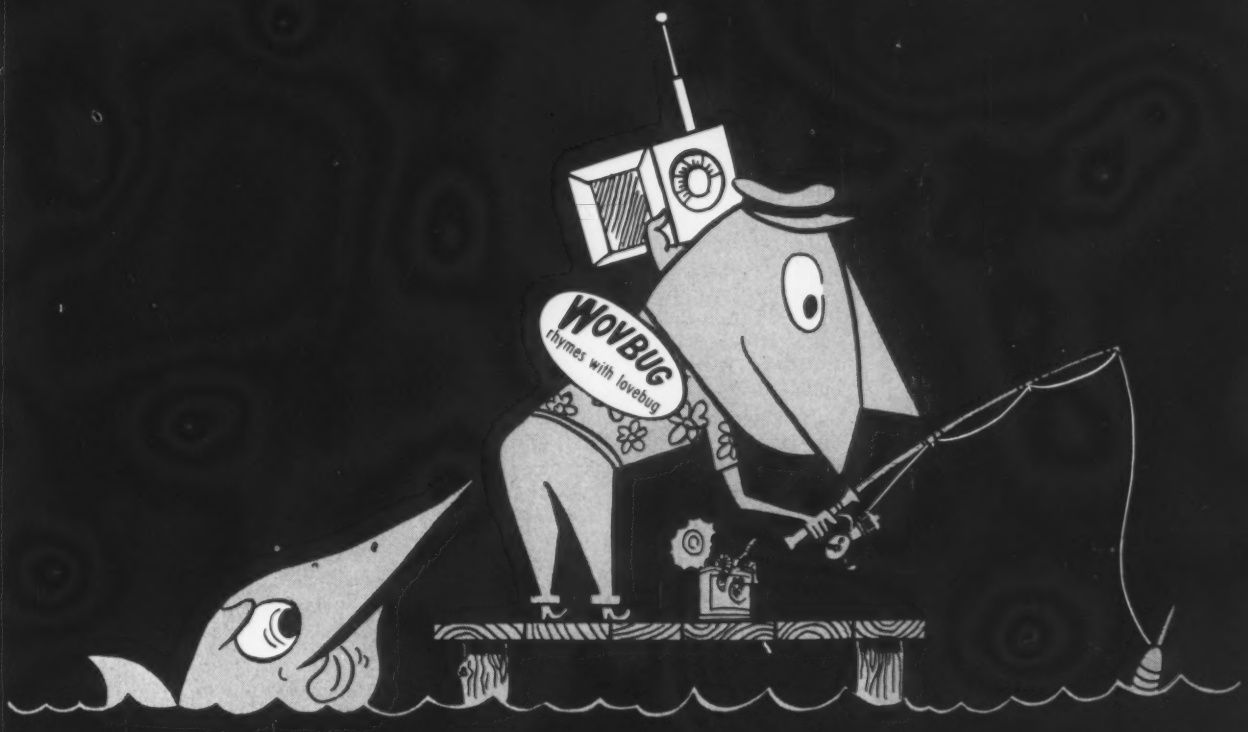
it's

WOV

5000 Watts

IN N. Y. C. and VICINITY

over two million Italians agree



When you're casting for new business, the Italian-speaking community of greater Metropolitan New York is very well worth your lure. In the 17 county-New York area it represents over 2,100,000 prosperous people—twice the size of Baltimore and Washington combined.

The WOV "Italian City" is big business. Equally important—it's getting bigger every day. Its new immigration alone since 1948 (118,330) is over twice the entire population of Orlando, Florida.

You just cannot attain all of the greater New York's potential—unless you cover the Italian market. And you just can't cover the Italian market without the radio voice of WOV.

WOV NEW YORK -ROME

Representatives: John E. Pearson Co.

WHLI
THE VOICE OF LONG ISLAND

10,000
POWERFUL
WATTS

reaching 5,500,000 people . . .
at an AMAZINGLY LOW, LOW
COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE . . .
GREATER LONG ISLAND
(NASSAU-SUFFOLK)

GENERAL
MERCHANDISE SALES
$212,878,000

"PULSE" proves WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

New York, New England Orchards Pick Radio to Move Apple Yield

An apple—and lots of radio a day—keep the surplus away . . .

This might well be the reasoning of the New York & New England Apple Institute, Kingston, N. Y., which is relying on fast, flexible radio spot schedules to move its fall crop, now ready in hundreds of orchards in the Hudson Valley and New England regions.

This year's campaign is 100% radio—an increase of 25% to the medium. Last year, 75% was spent in radio-tv (most of it radio), with the balance going to newspaper, trade magazine and direct mail promotion. Currently spending about $12-15,000 a week, NYNEAI does not operate on any set budget, and the size of grower contributions to the budget is predicated on the size and condition of the crop. This puts the Charles W. Hoyt Co., its New York ad agency, in the position of having to buy availabilities by two week stretches in the fall months, and often Hoyt must move within minutes of a phone call. For example, a hailstorm might have ruined the crop if it had taken place a week after the initial orders were placed; stations carrying the NYNEAI schedules appreciate this "iffy" element—most of their listeners are farmers—and will cooperate fully with the agency. So far, luck has been on NYNEAI's side; the crop this year looks healthy, and bountiful.

To promote the famed McIntosh apple, Hoyt is buying saturation schedules—about 20 announcements a week—on 75 stations. Included on this lineup are the Yankee Network stations of General Teleradio and the Northeast Radio Network of fm and am outlets in upstate New York.

How long will NYNEAI use broadcasting this year? It's hard to tell, since longevity depends on sales; slow sales mean a longer lasting promotion, in some cases well into Christmas.

UA Uses Triple Play Promotion To Plug Latest Feature Movie

United Artists Inc., which has relied heavily on paid broadcast time in past months for such blockbuster films as "The Big Country" and last year, "The Pride and the Passion," is scheduled to effect an unusual radio promotion on behalf of its newest film, "I Want to Live!" starring Susan Hayward. The film, which deals with the true-life murder trial and subsequent execution at San Quentin of alleged murderess Barbara Graham, opens Nov. 11 in Chicago, Nov. 18 in New York and Nov. 26 in Los Angeles. UA already has allocated some $20,000 a week in each city for advance radio announcements.

UA will spend more money in radio—as will its local exhibitors—but hopes to promote not only the film but two LP's produced by its subsidiary, United Artists Records Inc. Under that label, UA has Johnny Mandel's musical score for the film plus another disc featuring the Gerry Mulligan group's rendition of the jazz music from the soundtrack. UA realizes that one way to get disc jockeys to make further use of these promotion discs is to purchase time on their stations. Eventually, UA figures, some 1,000 radio stations will participate in the part free-part paid promotion. All told, radio should get about $250,000 in paid time.

Additionally, its records will open doors on tv as well. One station that had purchased United Artists Television Inc.'s latest grouping of post-'48 feature films has received records to use as promotion devices.

'Going Places' With KABC-TV

Approximately 300 advertising agency timebuyers and media officials on Oct. 23 attended a luncheon and slide color presentation, "Going Places," which was designed to demonstrate the growth of ABC-TV in general and KABC-TV Los Angeles in particular over the past five years. Co-hosts for the affair were KABC-TV and The Katz Agency, New York, station representative for the ABC-owned outlet. Speakers during the presentation were Elton Rule, general sales manager of KABC-TV and Mal Klein, assistant sales manager of the station.

AGENCY APPOINTMENTS

National Restaurant Assn., N. Y., appoints Reach, McClinton & Co., Chicago.

Devo & Raynolds Co. (paint manufacturer), Louisville, appoints Erwin Wasey, Ruthrauff & Ryan, effective Dec. 1.

Forstmann Woolen Co., division of J. P. Stevens & Co., appoints BBDO for men's fabric line. Agency now represents Forstmann's women's wear and retail fabrics.

Westinghouse Electric Corp. names Ketchum, MacLeod & Grove Inc., Pittsburgh, to handle advertising and sales promotion for its Defense Products Group.

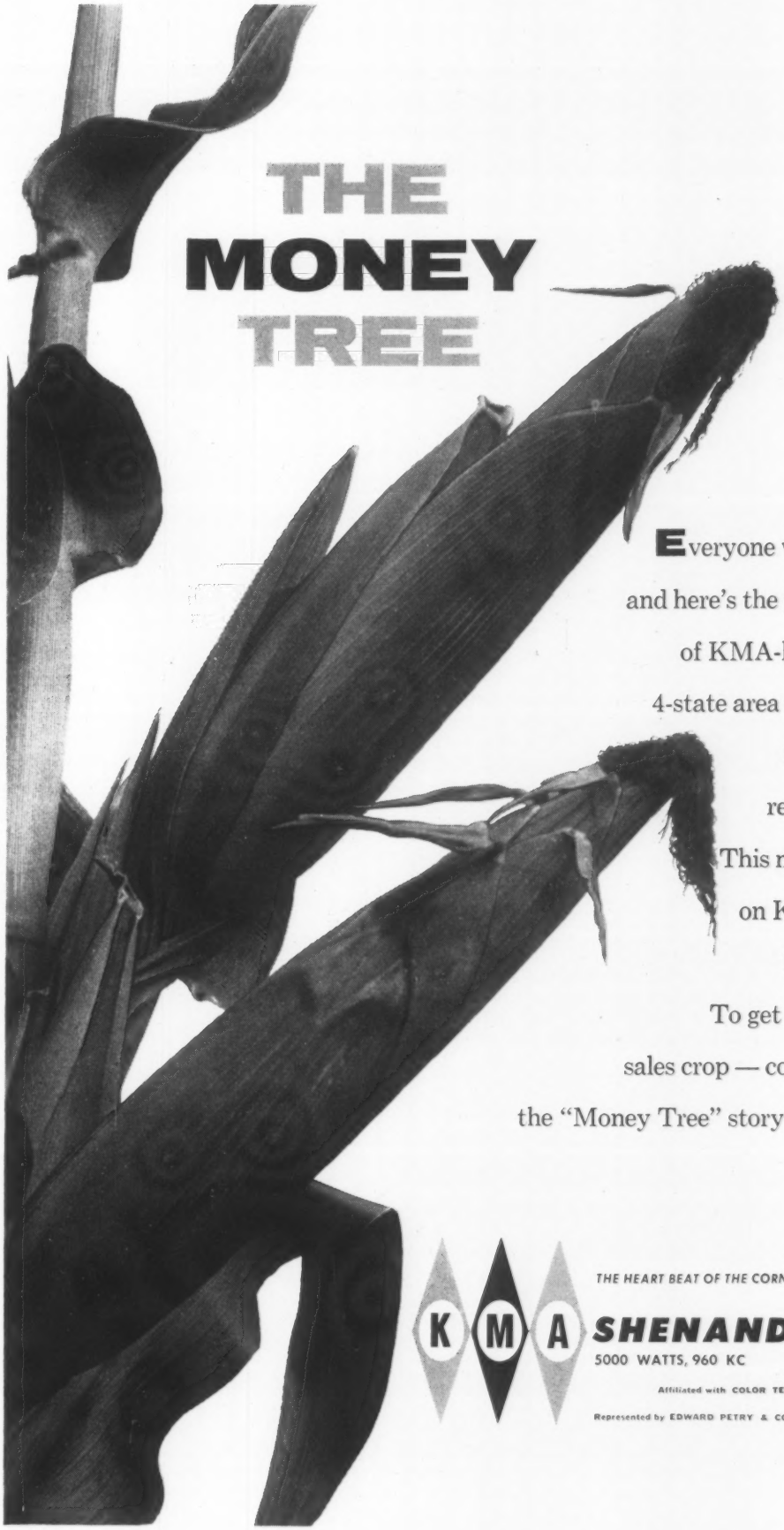
First National City Bank of New York names Albert Frank-Guenther Law Inc., N. Y., to handle advertising and sales promotion of First National City Bank Travelers Checks, effective Jan. 1, 1959.

Turtle Wax-Plastone Co. (car waxes and polishes), Chicago, names Bozell & Jacobs Inc., Chicago.

Morris Plastics Corp. (makers of "Mr. Bubbles" and other toys), N. Y., names Cayton Inc., N. Y.

Salada-Shirriff-Horsey Inc., Boston, names Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle most of its "Junket" brand food products. One new Junket brand food product, scheduled for introduction during 1959, will be handled by New York agency or Doherty, Clifford, Steers & Shenfield. Junket products will be handled in Canada by McKim Adv. Ltd., Toronto.

Household Products Div. of Colgate-Palmolive Co. names Street & Finney to handle advertising of Genie, new all-purpose liquid detergent.



THE MONEY TREE

Everyone wants a money tree, and here's the famed money tree of KMA-land. Farmers in the 4-state area served by KMA for 33 years are harvesting record-breaking crops. This means that advertisers on KMA are harvesting bumper sales, too.

To get your share of the big sales crop — count on KMA. Get the "Money Tree" story from any Petry man.

THE HEART BEAT OF THE CORN COUNTRY

KMA SHENANDOAH, IOWA

5000 WATTS, 960 KC ABC

Affiliated with COLOR TELEVISION CENTER KMTV OMAHA

Represented by EDWARD PETRY & CO., INC.

"G" One of the things
learned as a Grad
Was how to select
The best to be had.

In Los Angeles, as anywhere else, a reflection of maturity is the ability to discriminate. That's one of the reasons KHJ audiences are so selective.

When the mature turn to radio, they turn to KHJ. In fact, for 36 years KHJ has been the station for those who have come of age; those who demand stimulating, varied programming.

With variegated programs, KHJ reaches and sells the specific audiences you must reach to sell effectively in burgeoning Greater Los Angeles.

So, never underestimate the variety of tastes of the mature in America's 2nd market. Here is a medium programmed to satisfy them all.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

FILM

LOEW'S DIVORCE PLAN READY

Loew's Inc. board of directors last Wednesday (Oct. 29) approved by a 16 to 3 vote a management plan to separate the company's theatre and radio station business from its studio operations and television film, phonograph record and music publishing interests.

The move was interpreted as a triumph for President Joseph R. Vogel and his management team in its year-long battle with a dissident group of directors. The latter have proposed that the Metro-Goldwyn-Mayer studios, rather than the theatres, be separated from the rest of the business. This alternative plan was rejected by a 16-3 vote.

A Loew's spokesman reported later, however, that "nothing has been said" as to the future association of Mr. Vogel and his management group, that is whether it would be with the studio-tv film company or the theatre-WMGM New York firm. It is believed the Vogel group intends to continue with the production-distribution interest.

The divorcement of Loew's United States and Canadian theatres from the production-distribution end of the business must be completed by August 1959, under a federal court order issued in 1955. Other film companies have already complied with similar court decrees. Mr. Vogel announced at the end of the meeting that the management plan for separation will be submitted "at the earliest possible date" to Federal Judge Edmund L. Palmieri of New York.

Loew's Inc. already has had several delays in divorcement in order to allow for arrangements for the apportionment of an approximately $25 million funded debt, owed to eight insurance companies. The plan proposes that the new theatre company pay $5 million and the film production company, $20 million, of the debt.

Under the plan, the M-G-M television interests, including an approximate $33 million in contracts from sale of pre-1948 films to tv, would be lumped with the film production company, as would the phonograph record and music publishing companies. This firm also would retain 25% interest in KTTV (TV) Los Angeles. The 123 theatres in the U. S. and Canada and WMGM New York would be included in the new theatre company.

If the court approves the plan, stockholders of Loew's Inc. would receive one-half share in the film production company and one-half share in the new theatre company for each share they now hold.

Opposing the management plan at Wednesday's meeting were minority directors Louis A. Green, Jerome A. Newman and Joseph Tomlinson. Last year Mr. Tomlinson unsuccessfully attempted to have Mr. Vogel ousted as president of Loew's.

Goustin Joins Paramount Firms To Set Up Distribution Unit

Albert S. Goustin, national sales manager of Metropolitan Broadcasting, has been appointed director of program sales for Paramount Television Productions, licensee of KTLA (TV) Los Angeles, and Paramount Sunset Corp., tv program production-distribution subsidiary of Paramount Pictures Corp.

Mr. Goustin's chief duties will be to set up and supervise a national syndication sales organization to handle tv programs produced by or for Paramount Television on tape or film. First properties to be handled by the new sales group will be eight programs now on KTLA.

Mr. Goustin will work in New York.

Arrow Productions Organized By ITC to Handle Film Reruns

As part of an expansion program at Independent Television Corp., New York, Walter Kingsley, president, last week announced the formation of Arrow Productions, a new division, which will devote itself to sales and program counseling on rerun product.

Alvin E. Unger, who has served Ziv Television Programs and the Ziv organization

MR. UNGER

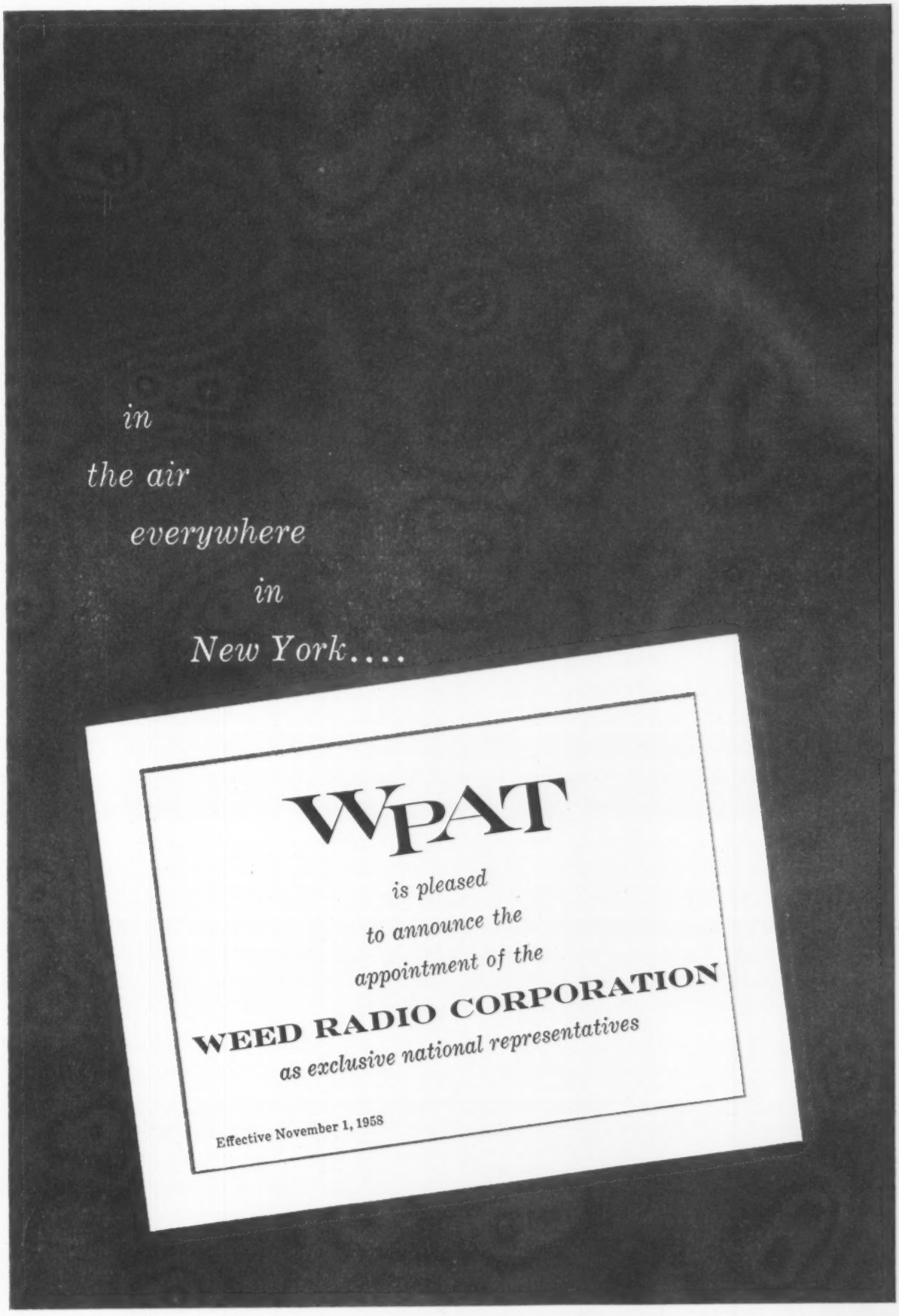
MR. LEVEY

for 19 years in various executive capacities, has been named administrative manager of Arrow Productions. Stanley Levey, who was with Television Programs of America for three years in various sales posts, has been named sales manager of the new division.

A staff of regional sales counsellors, who will sell programs to tv stations and advise them on the "best use" of film properties, has been appointed to the new unit's staff. New staffers include Larry Stewart, formerly with the Economee (rerun) division of Ziv Tv; Perry Walders, previously sales manager of WTTG (TV) Washington; Coleman Scott, formerly sales manager of WEEK Peoria, and Spence Fennell and Lon Boutin, transferred from other divisions of ITC.

The new division will handle *Ramar of the Jungle, Mystery Is My Business, Charlie Chan, Count of Monte Cristo* and *Halls of Ivy*.

Mr. Kingsley also announced that the Lou Smith Organization (public relations), Beverly Hills, Calif., has been named to represent ITC nationally, and in this connection the Smith company has established a New York office with temporary quarters at ITC headquarters. John C. Sebastian, for the past three years with CBS Films Inc., has been named to head the New York office of the Lou Smith Organization, effective Nov. 10. The public relations firm also will represent Muzak Corp. and the newly-formed Programatic Broadcasting Service Inc., which along with ITC, are properties of the Jack Wrather organization.


in
the air
everywhere
in
New York....
WPAT
is pleased
to announce the
appointment of the
WEED RADIO CORPORATION
as exclusive national representatives
Effective November 1, 1958

World Television Programming Formed by ABC Films and Schenck

ABC Films Inc., and Joseph M. Schenck Enterprises announced last week their partnership in a newly-formed television film production firm to be known as World Television Programming. At the same time, there was confirmation of the first sale of WTP product, a series called *One Step Beyond,* to Aluminum Co. of America, for programming on ABC-TV (Tues. 10-10:30 p.m.) under the title of *Alcoa Theatre* [BUSINESS BRIEFLY, Oct. 27]. The program will premiere after the first of the year.

ABC Films will be the sales representative and distributor for all WTP product, according to George T. Schupert, ABC Films president. The sale was negotiated by John Burns, vice president in charge of national sales for ABC Films Inc., with ABC-TV and Fuller & Smith & Ross, Alcoa Agency.

According to Arthur P. Hall, vice president in charge of public relations and advertising for Alcoa, "The sponsorship of additional television programming is another step in Alcoa's continued support of products manufactured by its customers and its own industrial and consumer products." He added that the company is "constantly attempting to develop new products and new markets for aluminum and that Alcoa television activities supplement its use of all other major advertising media. Alcoa also sponsors *Alcoa-Goodyear Theatre* on NBC-TV (Mon. 9:30-10 p.m.).

UA-TV Picks Writers, Stars Of 'Vikings,' 'Troubleshooters'

The talent signed by United Artists Television Inc. for two of its series, now in the planning stage, was announced last week. Five tv-screen writers—Talbot Jennings, Bill Barrett, Robert Blees, Syd Morse and George W. George—have been hired by producer George M. Cahan and Bryna Productions to draft scripts for the forthcoming *The Vikings* teleseries, slated to go before the cameras in Munich in January Olympic decathlon champion Bob Mathias, of late a screen actor ("Bob Mathias Story," "China Doll") has been picked to co-star with Keenan Wynn in *The Troubleshooters,* a Northstar Pictures Ltd. production. (For other UA-TV developments, see FILM, Oct. 27.)

Meanwhile, in New York last Tuesday, parent United Artists Corp. was saluted by the Commercial Finance Industry's 14th annual convention for UA's "noteworthy achievements in the business world." It is being cited for adroit use of commercial finance—backing independent film producers with capital in exchange for part ownership and distribution rights to productions.

Japanese-Produced Animations Slated for N. Y. Agency Showing

A 16-minute film presentation, showing the animated puppet commercials being produced by the Japan Animation Producers Assn., will be screened for advertising agencies in the New York area this week, start-

ing today (Nov. 3) at the studios of Video Crafts Inc., New York. A subsidiary of Video Crafts, called Video Crafts International, is exclusive sales agent for the association, consisting of six leading Japanese film producers.

Included in the presentation will be commercials produced by the association through Video Crafts for Vanity Fair tissues, Illinois Baking Co. (Sugar Cones) and the Atlantic & Pacific Tea Co., plus other examples of the film producers' animated puppetry. Arthur Rankin, Video Crafts president, will make the point that although the cost to advertisers will be substantially the same as in the United States, the quality of craftsmanship and overall production value of Japanese puppetry are "vastly superior."

Producers Assoc. of Tv Formed

The establishment of Producers Assoc. of Television Inc., New York, was announced last week by Peter M. Piech, vice president of the company. PAT, he said, will finance, sell and distribute tv properties of outside producers. Headquarters has been set up at 148 E. 49th St., New York 17, N. Y. The telephone number is Murray Hill 6-3348.

No Connection With UA

Allied Artists Productions, Los Angeles, is not connected with United Artists Corp., which has absorbed Associated Artists Productions Corp. as a subsidiary, United Artists Associated Inc. UA and Allied Artists were erroneously associated in the Oct. 27 FILM section.

FILM SALES

MCA-TV's Paramount features have been bought by Storer Broadcasting Co. for WITI-TV Milwaukee and by WJW-TV Cleveland. Library of 700 feature films was also said to WTOH-TV Toledo, Ohio, and WBAL-TV Baltimore, raising number of outlets sold to 18.

Barry-Grafman & Assoc., Chicago tv program and sales representative firm, reports sale of "Laurel & Hardy" and Hal Roach comedies to WOW-TV Omaha and KRNT-TV Des Moines.

Flamingo Telefilm Sales, N. Y., reports that "Please Mr. Balzac," first Brigitte Bardot feature available to tv, has been sold in 50 markets. Feature cannot be telecast until summer of 1959 when film completes its theatrical run.

KIRO-TV Seattle, Wash., has signed contract with MCA-TV for rights to over 700 feature films in Paramount package.

Mass C-C Audiences in All Parks Suggested for Baseball Specials

Closed-circuit tv offers a chance to revive minor league baseball and pull the sport out of its present crisis, Irving B. Kahn, president of TelePrompTer Corp., said Thursday (Oct. 30) in an address to the Columbus (Ohio) Ad Club.

Mr. Kahn said the 95 minor league parks have a total of 772,400 seats and the majors have an additional 712,240 seats. He said that World Series games would have a potential $4 million revenue each game if seats were sold in these parks at $2 each. The All-Star game would have a similar $4 million potential.

A four-game World Series, he added, would have a $16 million potential, "as much as the majors are now getting for five years of rights [radio-tv] in both the series and the All-Star game." He said the games necessarily would have to be played at night.

This plan would insure baseball's survival and future growth, Mr. Kahn said, adding, "It could do the job without taking all games off television and without installing coin slots or similar devices on free sets. And it provides for the minor league clubs' partnership with the majors in the collection of receipts." He explained the key "is use of the medium only on events that will draw paying patrons."

An estimated $70 million would be needed to install wired tv in San Francisco.

Programatic Automation Gear Improved, But Price to Increase

Programatic Broadcasting Service Inc., New York, last week reported both an improvement in the programatic tape playback equipment unveiled last September [PROGRAM SERVICES, Sept. 15] and an increase in its price, effective Dec. 1. PBS is an affiliate of the Muzak Corp.

The present price of the equipment is $2,745.75 and station operators may order at this price for the new version through Nov. 30. On Dec. 1 the cost increases to $2,974.25, according to Joseph W. Roberts, sales manager. The automation equipment, coupled with a music program service, is designed to keep radio stations on the air fully unattended for eight hours or longer.

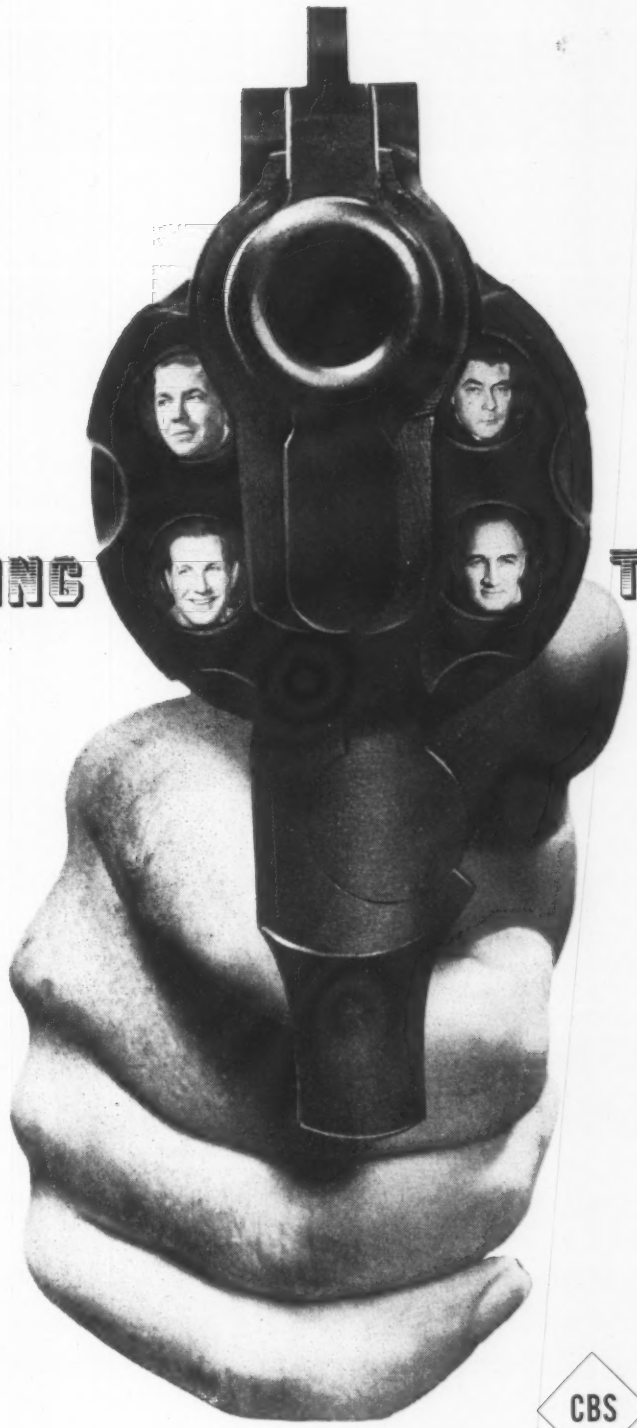
The new features added to the equipment, Mr. Roberts said, permit automatic injection of 16 (instead of 8) one-minute announcements per hour; the cutting in and out of local and/or network programming at pre-determined times during the broadcast day, the insertion of up to four hours of taped local program features and quarter-hourly announcements.

PROGRAM SERVICE SHORTS

HFH Enterprises, subsidiary of Hunn, Fritz & Henkin Productions, has been organized to represent performing and production talent. Larry Puck, executive producer of HFH Productions, will direct subsidiary, both firms headquartering in New York.

World Broadcasting System, N. Y., distributor of radio programming, has moved into new quarters in Coliseum Bldg. at 10 Columbus Circle, New York, N. Y. Telephone: Plaza 7-1400.

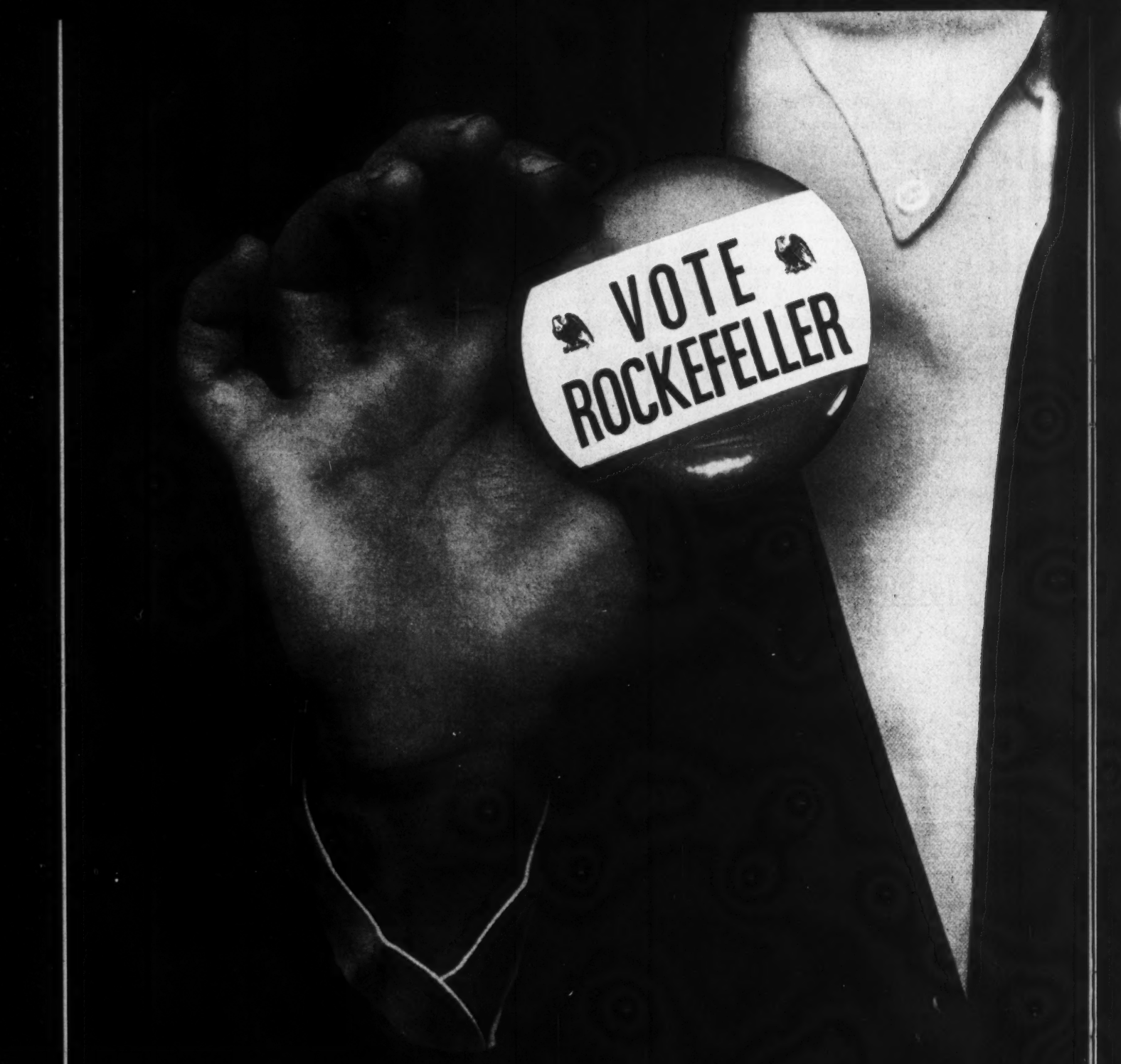
WINNING THE WEST...



Adult entertainment by Harry Babbitt, Marvin Miller, Masters of Melody... authoritative sports coverage by Tom Harmon...plus complete news summaries by Frank Goss, Hugh McCoy, David Vaile, Sunday Desk and the Richfield Reporter ...all this and a lot more on 26 of the west's most powerful and respected radio stations. No wonder the way to cover —and win—the west is with this kind of 252,000 watt ammunition. We have the facts, figures and advertising success stories to prove it. Ask any of the hands from the

CBS RADIO PACIFIC NETWORK

Represented by CBS Radio Spot Sales



We love them both!

And no wonder! Both contenders for New York's Governorship elected TELESTUDIOS *to produce their television appeals with quality, with speed, with the flexibility and low cost typical only of* VIDEOTAPE. *In return for this bi-partisan vote of confidence, the* TELESTUDIOS' *organization went into high gear and worked for both parties with equal fervor.*

This is not a paid political advertisement.

TELESTUDIOS' top management took personal charge of each session, the same kind of VIP treatment on which you can count when you go for that live look you get with tape at TELESTUDIOS. So if you're producing commercials, pilots or programs . . . if you want the kind of loving care your productions rate—then get on the bandwagon—call on VIDEOTAPE, call on NTA'S **TELESTUDIOS, INC.**

1481 Broadway, New York, N. Y., LOngacre 3-6333

RCA, JUSTICE END FOUR-YEAR SUIT

- **RCA fined $100,000; must set up non-royalty patent pool**
- **Opinions differ as to possibility of resulting color tv spurt**

The germ of an all-industry, electronics radio-tv patent pool was born last week when giant RCA and the Dept. of Justice signed a consent decree ending a four-year-long civil antitrust suit.

The consent judgment requires RCA to establish a non-royalty pool arrangement for its 100-key color tv patents. Other manufacturers who have color tv patents may join this pool by including their patents along with RCA's.

At the same time, RCA was fined $100,000 in a companion criminal antitrust suit. The fine was imposed by New York federal district Judge John F. X. McGoney after RCA pleaded no defense.

A possible spurt in color tv manufacture was seen in some circles as a result of the consent decree. Many manufacturers have maintained that their lack of interest in color tv receiver production was caused by the purported RCA patent dominance in this field. RCA has been virtually alone in making color tv sets.

The establishment of a color tv patent pool in which other color tv claimants would have equal voice could provide the incentive to a concerted color tv set production push, it was thought.

Others in radio-tv manufacturing, however, expressed some doubt that the consent decree will result in any appreciable increase in color production. Their uncertainty is based on the belief that many manufacturers used the patent situation as an excuse for not pushing color manufacture.

An offshoot of the consent decree and the fine is the question of its impact on the FCC's attitude toward NBC-owned radio and television stations. NBC is a wholly owned subsidiary of RCA, and is licensed for radio and tv outlets in New York, Philadelphia, Washington, Chicago, New Britain (Conn.), Los Angeles (tv only), San Francisco and Pittsburgh (radio only). It also holds a grant for uhf WBUF-TV Buffalo, which was closed down last month.

In recent license renewals of NBC stations the FCC has conditioned its grants "without prejudice" to any action it might determine to take following the outcome of the antitrust suits against RCA and NBC.

The right of NBC to own stations in Philadelphia has been challenged by Philco Corp. The FCC turned down the Philco license renewal protest on the ground that the Philadelphia radio-tv-appliance manufacturer had no standing. The U. S. Court of Appeals for the District of Columbia, in a 2-1 decision last June, reversed the FCC and ordered that a hearing be given Philco on its allegations. NBC in September asked the U. S. Supreme Court to review this decision.

RCA-NBC are the defendants in another government antitrust suit involving the 1955 exchange of NBC's Cleveland radio-tv stations for Westinghouse's Philadelphia radio-tv outlets. NBC also paid Westinghouse $3 million. Following informal charges that NBC had pressured Westinghouse into agreeing to the swap—with the threat to withdraw NBC affiliation from Westinghouse stations—the Justice Dept. filed an antitrust suit in 1956. The government asked not only that the Philadelphia and Cleveland stations be returned to their original owners, but such divestiture of NBC "assets" as the court deemed necessary and appropriate.

This suit was dismissed by Philadelphia federal district Judge William H. Kirkpatrick in January of this year on the ground that the Justice Dept. could not attempt to undo the FCC's approval of the exchange, since the Commission was the lawful authority in the matter.

The Justice Dept. asked the U. S. Supreme Court to reinstate the antitrust suit and it is expected to be argued the middle of this month.

Philco has a $150 million, treble-damage private civil antitrust suit pending against RCA. It alleges monopoly and restraint of trade, claiming damages of $50 million.

In September 1957, RCA settled an 11-year-old private antitrust patent suit with Zenith Radio Corp., Chicago. RCA paid Zenith a sum reported to have been in the neighborhood of $10 million.

Both Brig. Gen. David Sarnoff, chairman, and John L. Burns, president of RCA, last week welcomed "the termination of this long and burdensome litigation."

They pointed out that the terms of the consent decree deal primarily with radio-tv apparatus and do not affect RCA's activities in "important new industrial fields"—naming automation, electronic computers, atomics, electronic tape recorders, Electrofax and medical electronics.

Attorney General William P. Rogers termed the settlement the "successful conclusion of one of the [Justice] Department's most important antitrust cases . . ."

Victor R. Hansen, assistant attorney general in charge of the anti-trust division, declared that the judgment "cuts through the jungle of patents and patent rights and makes them available to the entire industry. The judgment assures that hereafter patent owners in this field will have a competitive market for their inventions or will be in a position to exploit the fruits of their own research.

"Our hope is that today's judgment, by assuring availability of existing and future patent rights, will signal a new era of development for radio purpose technology."

The original complaint was filed against RCA by the Justice Dept. in 1954. It charged that RCA's patent practices—particularly the requirement that licensees take "package" licenses even though the licensee did not need or use all of them—constituted a violation of the antitrust laws.

Last week's consent judgment requires RCA to place its 100-color tv patents into a royalty-free patent pool, available to all members of the pool. Membership is to be open to all companies having color tv patents and who are willing to place them in the pool. Provision is also made for membership in the pool of those companies not owning any color tv patents.

Any company not desirous of joining the pool may obtain a license from RCA under any, some or all of the 100 color tv patents at "reasonable" royalties.

The pool will terminate, the consent decree notes, upon the expiration of the oldest patent.

RCA has spent over $100 million on color tv, it is understood.

One of the big questions on the color pool was how it was to be set up. The consent decree is silent on this.

Electronic Industries Assn. consumer products division meeting in San Francisco last September discussed establishment of a patent pool.

Other items in the consent judgment:

- RCA shall license on a royalty-free basis all existing patents involving radio purpose apparatus. This covers an estimated 12,000 patents. Licensee must be permitted to choose which ones they want.
- RCA must license to any applicant upon a "reasonable" royalty basis any radio purpose patent acquired in the next 10 years.
- Licensees of RCA patents must be free to sell their products in foreign countries, even though RCA has patent protection there.
- When assessing royalty charges, RCA must allow the licensee to deduct from the

OTHER POOLS

The idea of industry-wide patent pools—required for color-tv in last week's RCA-Justice Dept. consent decree—is not new in U. S. economy.

The two best known are those in the aviation and automobile industry.

The aviation patent pool was established in 1917 under the aegis of the Manufacturers Aircraft Assn. This operates a voluntary cross licensing arrangement whereby aircraft manufacturers pool their patents. There are 32 members at present. No royalties are charged, but licensees pay a "reasonable" fee to underwrite the operation of MAA.

The automobile patent pool was an outgrowth of patent squabbles in the early days of car manufacture and had its beginning in 1914. The Automobile Manufacturers Assn. handled the mechanics of this industry-wide, non-exclusive, royalty-free cross-licensing arrangement. The bulk of this faded to insignificance a few years ago when basic patents expired. At present AMA is aiding in the development of exhaust emissions—anti-smog experimentation and expects to be able to establish an industry-wide cross-licensing agreement so all manufacturers may use the results.

YOUNG & RUBICAM, INC.

Advertising

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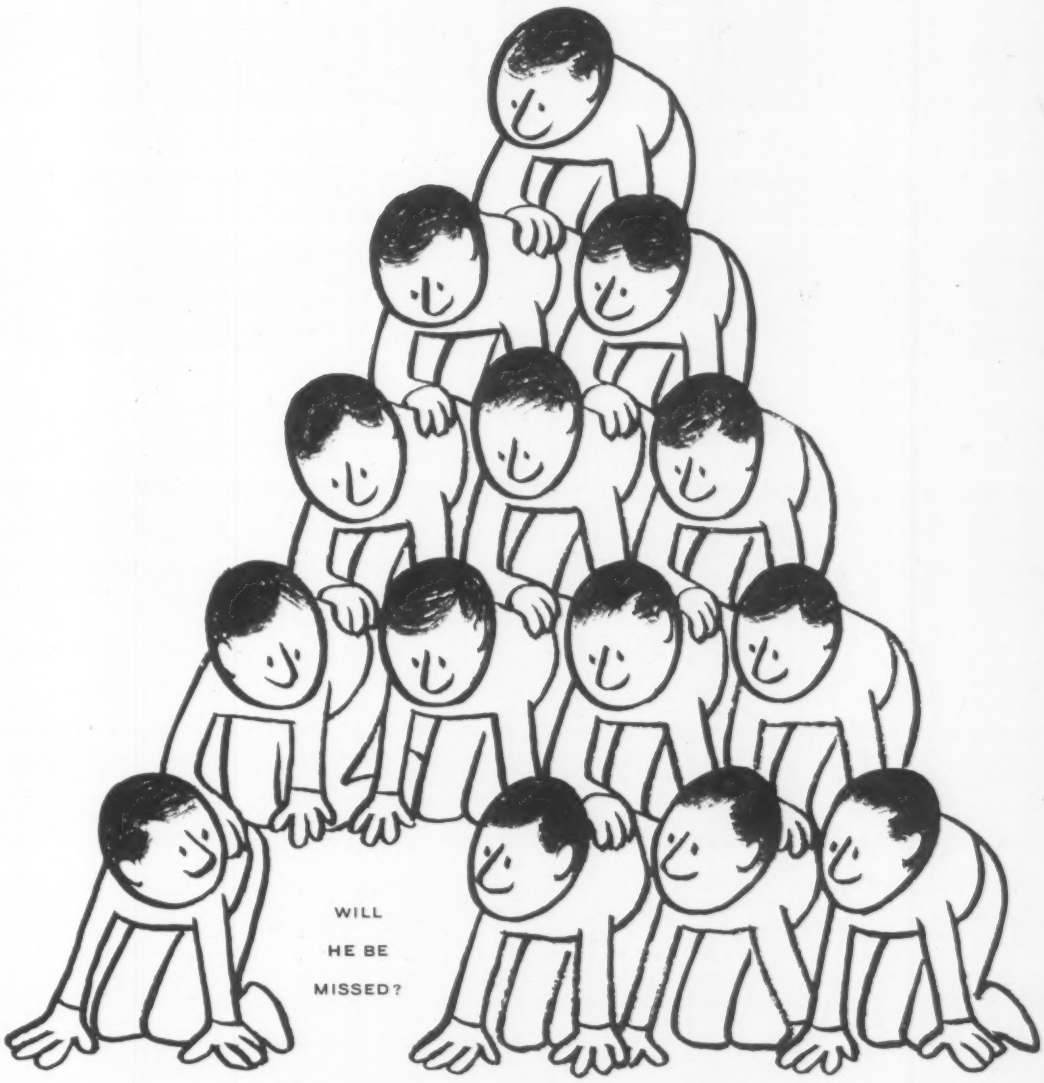


Building a television commercial takes the talents of a lot of skilled people—writers, artists, producers, casting directors, musicians, recording experts, stylists and many others. Omit one and he's sure to "be missed."

It takes a *balanced effort*—in which every part of the whole creative job is carefully handled by a full team of trained agency TV specialists who know what they're doing at all times and never stop trying to do better.

net selling price of the product services or unpatented parts.

• The services of RCA's Industry Services Labs. must be offered to licensees and non-licensees on a non-discriminatory basis and technical information reasonably required by a licensee must be made available for 10 years at a reasonable charge (approximating cost).

• RCA is prohibited for the next 10 years from acquiring any patents from anyone not in its employ and perpetually from acquiring exclusive licenses under, or any right to grant sub-licenses under, any U. S. patent owned by someone else without first securing court approval.

The consent decree also enjoins RCA from various patent licensing practices which were the bases for the complaint originally.

The term "radio purpose apparatus"—to which the consent decree applies—is defined in the judgment as equipment which transmits or receives signals by way of electronic impulses (other than apparatus used for public service communication).

The indictment of RCA on criminal charges took place last February. The grand jury indictment was on four counts, and last week's $100,000 fine was on the basis of $25,000 for each count. Named as co-conspirators, but not as defendants, in the criminal suit were such American and foreign electronic giants as GE, Westinghouse, AT&T, Western Electric, ITT, Hazeltine and EMI, England; Telefunken, Germany; Philips, Holland, and CGT, France.

The RCA consent decree follows generally the consent judgment entered into between the government and AT&T and IBM in 1956. In that judgment AT&T also was required to throw open, royalty-free, all of the patents in the so-called B-2 agreement with RCA, GE and Westinghouse.

In the 1930's, the government forced, also via a consent decree, RCA, AT&T, GE and Westinghouse to dissolve their cross ownership holdings.

Supreme Court Remands Third 'Influence' Case

The U. S. Supreme Court last week sent back to the District of Columbia Court of Appeals its third tv case tainted with charges of improper representations.

The high court returned the Orlando, Fla., ch. 9 case and told the lower court to look into allegations of *ex parte* representations.

The purported improprieties were related by the Solicitor General of the United States in his brief opposing the granting of certiorari to the appellants. The appeal to the Supreme Court was taken by WORZ Inc. (WKIS and WORZ [FM] Orlando), unsuccessful applicant for the Orlando ch. 9.

In hearings before the House Legislative Oversight Committee last June, a committee investigator testified that Florida attorney William H. Dial had contacted then Comr. Richard A. Mack in behalf of WLOF Orlando, which subsequently won the vhf grant. The investigator testified that Mr. Dial did not represent WLOF in the FCC proceedings and that there was no evidence he received a fee. Mr. Dial did represent the company in a local Florida matter.

The grant to WLOF was made in 1957, the FCC reversing the examiner's recommendation. The appeals court upheld the FCC's grant last May and WORZ Inc. asked the Supreme Court to review the decision.

The vote of the Supreme Court in sending back Orlando ch. 9 was 7 to 2—Justices Tom C. Clark and John M. Harlan dissenting. This was the same vote two weeks ago when the Supreme Court returned also to the appeals court the Springfield ch. 2 and Peoria ch. 8 deintermixture cases.

There, also, charges of wire-pulling at the FCC were included in the Solicitor General's brief [GOVERNMENT, Oct. 27]. The FCC told the Supreme Court in its brief that it was looking into the Orlando allegations itself. The Commission on its own motion last month ordered an investigation of the charges.

WLOF-TV announced after the Supreme Court's action that it had informed the FCC it will cooperate fully in the investigation and wants the matter cleared as early as possible. The ch. 9 outlet has been operating with ABC affiliation since Feb. 1, 1958.

Comr. Mack, under grand jury indictment for his part in the Miami ch. 10 case, is scheduled to be arraigned in Washington Nov. 7. He resigned from the FCC last March.

FCC Asks Court Denial Of Microwaves' Appeal

Denial of appeals by five common carrier applicants for microwave relays to serve community antenna systems [GOVERNMENT, Oct. 27, 20] was asked last week by the FCC in an opposition filed with the U. S. Court of Appeals for the District of Columbia.

The Commission held it is on solid legal ground in deferring action on microwave facilities which would serve community antenna systems in small city areas which already have tv broadcast service or prospects for it. Microwave grants to implement CATV systems in such areas have been held up by the FCC since initiation of a study of among other things the economic impact of CATV operations, boosters, satellites, etc., on tv broadcast stations [GOVERNMENT, May 26].

Meanwhile, the FCC last week made the second grant of microwave relay facilities serving CATV since the inquiry was announced. The grant, to Carter Mountain Transmission Corp. to serve a CATV system at Miles City, Mont., was in line with a modified policy, adopted Oct. 8 by the FCC, permitting microwave facilities for CATV systems if the area to be served has no tv broadcast station and no prospects of getting one.

The FCC told the court that the *mandamus* remedy sought by the five common carriers—to require the Commission to act on their applications or set them for hearing—clearly is "not available" where the reasonableness of delay is solely a matter of FCC judgment of the best way to per-

"BETTER SEND A COUPLA DOZEN ORCHIDS, TOO!"

TAKE it from us — our Red River Valley hayseeds could show lots of you city slickers a thing or two about fancy livin'!

That's because their take-home pay is downright staggering. Lots of it goes for plain old necessities, but there's always plenty left over for loads of "luxuries", too. For big things like Volkswagens! Little things like vitamins! Medium-sized things like vacations!

To sell the Red River Valley's "Rural Rich", use WDAY-TV — the fabulous Fargo station that completely dominates the area. Let your PGW Colonel give you the whole WDAY-TV story*.

**Including facts-and-figures, if you want 'em!*

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

The novelty of television has worn off...

Each year as television's audience continued to grow, the prudent ones among us cautioned against a hasty acceptance of its heady statistics.

Each year, they said you would have to wait for it to settle down . . . until the audience got used to having a moving, talking picture in their living rooms.

And each year the audience grew larger.

Surely, now in the eleventh year of network television it seems reasonable to agree that television is no longer a novelty—that the audience and the advertiser have had time to evaluate it.

It is clear to even the most conservative eye that television today is more attractive to the American family than ever before.

IN 1958 the average television family is watching more than ever—an average of four hours and 59 minutes a day. *Tonight at 9, for example, three families out of every five will be watching television.*

Today there is at least one television set in 43,900,000 homes—86% of the nation's total. *And 6,000 new television homes are being added every day.*

Advertisers today are reaching the largest audiences in history at a lower cost per thousand customers than any printed medium can provide.

However you evaluate television today—as a medium of entertainment and information—or as an advertising vehicle—it clearly retains its compelling ability to hold the interest of its audience.

And it always will.

For television moves in the main stream of American life. And the continuing novelty in the images it brings to the viewer reflects the ever changing world of his experience.

Because it reaches more people—at the same instant—than any form of mass communication ever devised, American business invests more of its national advertising appropriation in television than in any other advertising medium.

Because it is attracting the largest nationwide audiences in all television, (as shown in the 79 consecutive Nielsen Reports issued since July 1955), the CBS Television Network continues to be the largest single advertising medium in the world.

CBS TELEVISION NETWORK

WCSH-TV 6

NBC Affiliate **Portland, Maine**

MORE POINTS FOR YOUR BUCK

That's the result of combining the superior coverage and "Program Dominance" of Northern New England's service-minded SIX . . . two facts that have been repeatedly established by survey after survey for five straight years and most recently by TV Age's ARB analysis and NCS #3.

See your Weed TV man about how you can benefit from SIX's viewer preference in its 13-county, billion-dollar plus service area.

A RINES STATION

A matching schedule on Ch. 2 in Bangor saves an *extra* 5%

form its obligations under the Communications Act.

The FCC said its long-standing doctrine of modifying normal case-by-case processing of applications, under "appropriate circumstances" such as consideration of legal and policy questions in related proceedings, has been recognized by the courts and that the congressional "objective" of the McFarland Amendment (of deciding non-hearing cases in three months) is not an "absolute requirement" in the present case. Besides, the Commission said, each of the common carrier applications requires for an FCC finding that it is in the public interest and this is "exactly" the question under study in the FCC's inquiry.

To arguments that the FCC's practice of continuing to grant tv translator applications while holding up microwave grants to common carriers serving CATV is unfair, the Commission said the two types of services are "significantly different." Translator applications don't involve providing multiple service to urban districts at the expense of any service to surrounding rural areas as do microwave grants for CATV, the FCC said, and besides, represent considerably less investment than microwave facilities.

Even if the court can require FCC hearings, it cannot require grants, and until the Commission can make up its mind on the questions posed in its study a multiplicity of hearings would raise only the same issues now being studied, FCC said, adding that it would be unlikely any of the hearings would be resolved before the FCC completes its proceeding begun last May.

Ten Stations Get Court Stays Against FCC Multiplex Order

Ten fm stations which are fighting the FCC's multiplex requirement received a reprieve last week when the U. S. Court of Appeals, Washington, D. C., issued stays against the FCC's orders which would have forced them to multiplex subsidiary communications operations after Oct. 31.

The court stayed the Commission's Oct. 1 order in each case until 15 days after a decision is handed down by the court in the bellwether multiplex case — Functional Music Inc. (WFMF [FM] Chicago). The FCC's order denied petitions by 15 fm stations seeking an extension of present simplex operations for various reasons [GOVERNMENT, Oct. 6].

The WFMF case, argued last June, is an attack on the validity of the FCC's ruling that functional music operations is not broadcasting and must be aired on other than a broadcast channel [GOVERNMENT, June 16].

Stations benefiting from the court's stay orders were: WKJF (FM) Pittsburgh, Pa.; WPEN-FM Philadelphia, Pa.; KDFC (FM) San Francisco, Calif., KRKD-FM Los Angeles, Calif.; KMLA (FM) Los Angeles, Calif.; WDDS-FM Syracuse, N. Y.; WPKM (FM) Tampa, Fla.; WMIT (FM) Clingmans Peak, N. C.; WMMW-FM Meriden, Conn., and WWDC-FM Washington, D. C.

WFMF received a stay last March. In

GOOD NEWS FOR ADVERTISERS

WOL

proudly announces its affiliation with the

MUTUAL NETWORK

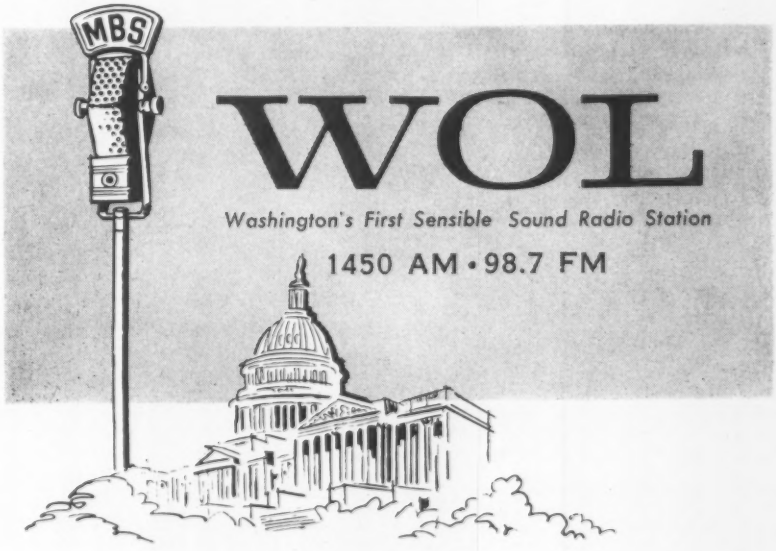
to provide the most intensive news coverage
ever offered in the News Capital of the World...

Washington, D.C.

NEWS... complete reports every half hour throughout the broadcast day . . . using the great Mutual reporters for world-wide live pick-ups.

NEWS... the kind of programming that delivers a loyal audience in and around Washington, D. C. . . . a rich and news-hungry market.

REPRESENTED NATIONALLY BY HEADLEY-REED



July KFMU (FM) Los Angeles, Calif.; WNAV-FM Annapolis, Md., and WEAW-FM Evanston, Ill., received stays, and last month WBFM (FM) New York received a stay.

Appeals Court Denies Rehearing Of 1956 WAVY-TV Norfolk Grant

The full U. S. Court of Appeals in Washington has denied a request for a rehearing in the Norfolk, Va., ch. 10 case. The court —with two dissents—denied a petition for rehearing filed by Beachview Broadcasting Corp., losing applicant in the case. Circuit Judges Wilbur K. Miller and David L. Bazelon voted to grant the petition for rehearing.

Judge Bazelon stated that he would grant the rehearing "in order to reconsider this court's recent rulings which appear to render us powerless to restrain the Commission from employing shifting emphasis of comparative criteria obliterating any predictable pattern of decision."

More Power for Regionals Asked To Match Class III Increases

Rulemaking for increase in power of Class III (regional) stations from a limit of 5 kw to 10 kw was asked of the FCC last week by E. Harold Munn Jr., consulting engineer, Coldwater, Mich.

Mr. Munn said increasing man-made interference caused by mechanization of farms and small cities requires a stronger signal to override this interference. Use of the FCC's conductivity map M-3 shows that many Class III stations, located on the basis of outmoded data, do not cover the regional areas for which they were authorized and in some cases do not provide the minimum field intensities over all areas of the city of license.

Commission Abandons Its Effort To Obtain Third V for Providence

The FCC last week decided to drop the whole matter of obtaining a third vhf channel for Providence, R. I. [GOVERNMENT, June 16]. Providence, which already has vhf chs. 10 and 12, would have been assigned chs. 8 and 13 and ch. 12 would have been moved to New Haven, Conn., among other allocation changes.

In view of air hazards and problems pertaining to educational reservations and mileage separation the FCC decided that none of the proposals would provide Providence with a third outlet. Comrs. T. A. M. Craven and John Cross dissented. Chairman John C. Doerfer and Comr. Frederick Ford did not participate.

Cross Asks Commission Lawyers To Help FCC Restore Reputation

Comr. John S. Cross last week called on members of the Federal Communications Bar Assn. to so comport themselves in their profession as to help the FCC "restore its reputation" and "regain the confidence" of the public.

The FCC's newest member addressed FCBA at its monthly luncheon Thursday.

A commissioner explains his mission: all broadcasters joined in Conelrad

There is a place in national defense for fm and tv stations.

This is the message that is being carried to broadcasters by FCC Comr. Robert E. Lee in a missionary swing around the country in behalf of Conelrad.

What the FCC's defense commissioner has been urging is that state broadcasting organizations establish voluntary communication chains, via fm and tv stations, which would come into existence in the event of an emergency and where land lines are knocked out. At present fm and tv stations must cease broadcasting during an air raid.

COMR. LEE

Mr. Lee is enthusiastic about the possibilities. "Take Indiana, for example," he said the other day. "There's a whole chain of fm stations tied together for the football games. No reason why the same lineup couldn't perform in an emergency. We'll help them, too, if there are any white areas."

Comr. Lee has attended nine state association meetings in the last three months. By February, he estimates, he will have attended and spoken to all state groups.

His major purpose, he agrees, is to revive interest in Conelrad. This is a military requirement, he stresses, and broadcasters must assume it is vital. He insists that Conelrad had become more significant to the military in recent years. It is much more than just a deception device. Because of security classifications, he states, he is unable to be more specific.

In recent years broadcasters have become increasingly critical of Conelrad. Aside from the expense most broadcasters object to the "nuisance" entailed in participating. Most feel that the same objective could be accomplished through other means.

Among the nuisances which have been complained of in recent months, two are considered typical:

• A small-town station in one of the southern states monitors the nearby Conelrad relay key station. This latter, unfortunately, is knocked off the air frequently. Through some misfunctioning, the small town station's Conelrad alarm reacts each time the key outlet goes off the air. This has happened at odd times—such as when a lone announcer is on the air. The owner of the small-town station is fearful that some day his employes are going to turn off the Conelrad alarm through disgust.

• An eastern station is a key Conelrad outlet. It must operate 24 hours a day. A West Coast clear channel station has been approached by the Air Force to become a key outlet in another facet of Conelrad. But, because of co-channel operation by an East Coast station, the West Coast clear cannot comply with the military national defense request. Yet, the East Coast station is perfectly willing to curtail its 24 hour a day service to permit this activity.

Civil defense officials have been critical of the Conelrad plan because, they claimed, there is not sufficient coverage for the dissemination of information to the public.

This has been overcome now, Comr. Lee says, through closer coordination between broadcasters and local civilian defense officials.

Mr. Lee has an answer to these objections. "Look," he says. "It's like having a fire department. We beef at seeing the firemen sitting around playing cards all the time, but when a fire breaks out we're happy we have them."

The Conelrad plan went into effect in 1951. It uses clusters of standard band broadcast stations operating on an intermittent, sequential basis with low power. Its purpose is to confuse enemy planes or missiles and prevent them from "homing" on U. S. targets through the use of U. S. broadcast signals. Conelrad stations switch to 640 kc or 1240 kc when in emergency operation.

Secondary Conelrad stations are local, low-power outlets which are permitted to broadcast for 30 seconds every 20 minutes to broadcast defense information.

In the planning stage is the use of 73 high-powered "skywave" stations capable of blanketing the U. S. by operating 24 hours a day. These would be used for national coverage by the government to direct messages and instructions to the civilian populace just before an attack and immediately after.

During the blackout, however, these stations would either be silent or participate in normal Conelrad operation.

There are 1,218 standard broadcast stations now voluntarily participating in the Conelrad project. Among these are 65 key stations and 271 relay key stations.

Dozens of refinements have been developed since the relatively crude beginning of the deception formula devised early in the "Cold War" to enable radio stations to remain on the air during an enemy attack.

One is a device which permits a controller to maintain a broadcast by one of the Conelrad stations for a longer period than the few seconds provided in the automatic sequential operation now in existence. This could be used, it was explained, to permit a station in one quadrant of a Conelrad cluster to be on the air long enough to complete full civil defense information.

Another is the use of the Conelrad setup by the Weather Bureau for the alerting of local government officials in the event of hurricanes or tornadoes.

Comr. Lee also stresses the benefits that accrue to Conelrad stations. In certain instances, he points out, a key Conelrad station must transmit at a higher power than it is licensed for. The Commission looks

We can hardly contain ourselves

Only last week, in historic newsprint, two mighty networks squared off in a conflict of claims.

The fur fairly flew. The combatants fired deadly footnotes at each other, and somebody, 'tis said, got hopping mad.

Today we are met in harmony and peace. For mighty Nielsen has spoken out.

We have been up to our ears, these past days, in the October Nielsen Report. And be it assured: it points to the most tremendous fall season (by far!) in all the history of television. More hours programmed. More sets tuned in. More — many more! — people watching.

Nielsen, with lavish hand, bestows credit on all three networks . . . but the *bulk* of it on ABC.

So far this fall, the frost is on nobody but the pumpkin. In one year ABC's audience, per average evening program, has increased by 1,277,000 homes — a thumping leap of 22%! Another network has added 877,000 homes — a jump of 10%. The third network has added 514,000 homes — up 6%. **In other words, ABC has added almost as many homes as the other two networks combined!**

Naturally, we (and our advertisers) are feeling expansive.

ABC TELEVISION

FOOTNOTE: National Nielsen Report (Average Audience per minute) for all sponsored evening programs, 7:30-10:30 PM, NYT, first October, 1958 report period (two weeks ending October 4) versus the comparable period in 1957. The facts and figures in this ad have been verified by the A. C. Nielsen Co.

36% MORE!

**daily or weekly--
by day or night--
KCEN-TV has
36% more viewers**

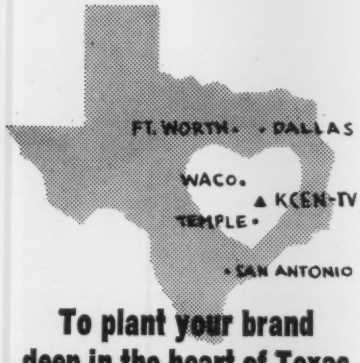
**Re: homes reached by KCEN-TV
NCS No. 3 reveals:**

**NIGHT—Weekly NCS circ. 99,060
KCEN-TV advantage—36.26%**

**NIGHT—daily NCS circ. 78,280
KCEN-TV advantage—36.30%**

**DAY—weekly NCS circ. 89,080
KCEN-TV advantage—37.49%**

**DAY—daily NCS circ. 62,550
KCEN-TV advantage—42.93%**



To plant your brand deep in the heart of Texas cultivate the booming Temple-Waco market*

*Temple leads state in retail sales gain for first 8 mos. of 1958 reports University of Texas Bureau of Business Research.

best sold by **KCEN-TV**

INTERCONNECTED NBC Channel 6 AFFILIATE

Temple Office: 17 S. Third St. Ph. Prospect 3-6868. Waco Office: 506 Professional Building. Ph. Plaza 6-0332. TWX: Eddy, Texas, 8486.

BLAIR TELEVISION ASSOCIATES
National Representatives

favorably on applications for higher power for this purpose, he said.

Mr. Lee refers to one eastern station whose increase in power has been followed by a jump in income.

Another plus, Mr. Lee points out, is a government-pushed plan to aid Conelrad stations in acquiring auxiliary generating equipment economically. There are other possibilities, Mr. Lee emphasizes—such as fast tax write-offs for special equipment or expenses connected with defense.

One of the significant revisions of the Conelrad plan has to do with closely contiguous cities where two separate clusters of stations operate and where there might be some interference. Conelrad officials are now thinking of separating the 640 kc or 1240 kc listening wavelengths, assigning one to one city, and the other to the neighboring community.

Commission Takes Four Actions In New Orleans Ch. 12 Case

The FCC moved in on the New Orleans ch. 12 case last week with four actions.

- The Commission denied the request by ch. 12 WJTV (TV) Jackson, Miss., that ch. 20 WJMR-TV New Orleans be directed to cease operation immediately of its simultaneous experimental broadcasting on ch. 12.
- The WJMR-TV experimental license was cancelled effective Jan. 1, 1959.
- WJMR-TV's request for an oral argument was denied.
- The WJMR-TV application for an experimental authorization was designated for evidentiary hearing in accordance with last spring's U. S. Court of Appeals decision.

The Court ruled that the FCC "erred" in granting the applications of WJMR-TV to simultaneous broadcasting on chs. 12 and 20. It remanded the case to the FCC for a hearing on the WJTV (TV) allegations that WJMR-TV was "not proposing a *bona fide* experiment" with its New Orleans dual operations [GOVERNMENT, May 26].

Crosley Asks High Court Review Of Ch. 13 Remand by Appeals

Crosley Broadcasting Corp. last week asked the U. S. Supreme Court to review an appeals court ruling which turned back for further FCC consideration its ch. 13 Indianapolis grant.

Crosley said the appeals court erred when it ruled that FCC Comr. T. A. M. Craven should not have voted in the 1957 FCC decision granting Indianapolis' ch. 13 to Crosley. The Commission's vote was four for Crosley, one each for each of two other applicants and a third vote to reopen the record. Comr. Craven abstained in the first vote but was prevailed to cast his vote on the second ballot in order to break the impasse. The appeals court remanded the case to the FCC last June because Comr. Craven voted without having heard the oral argument. Comr. Craven was not a member of the FCC at oral argument. It denied a rehearing last September [GOVERNMENT, Sept. 29]. The appeal was brought by WIBC Indanapolis, one of the three unsuccessful applicants in the original hearing. The other unsuccessful applicants were WIRE Indianapolis and Mid-West Tv Corp.

Harris Probe Invites Answers To Charges Leveled by Eastland

Hearings on the Pittsburgh ch. 4 case will be resumed by the House Legislative Oversight Subcommittee at 2 p.m. Nov. 12, Robert W. Lishman, chief counsel, said last week. Mr. Lishman said all the principals implicated in testimony Sept. 23-24 by Oliver Eastland, staff investigator, have been "invited" to appear, including former FCC Chairman George C. McConnaughey.

He said the hearings on ch. 4 will follow a subcommittee executive (closed) session on the morning of Nov. 12 and probably will continue to the following Monday (Nov. 17). Other witnesses asked to appear, he said, include Earl F. Reed and Lee W. Eckels, principals in Tv City Inc., one of the applicants and Washington attorney Raoul E. Desvernine, representing a steel company in which Messrs. Reed and Eckels have substantial interests. Tv City merged with WCAE Pittsburgh and the merged company received the ch. 4 grant July 25, 1957.

Staff Investigator Eastland testified at the Sept. 23-24 sessions that Messrs. Reed and Eckels heard "rumors" that former Chairman McConnaughey solicited $50,000 from one applicant for his vote and $20,000 a year for 10 years from another. Mr. Eastland testified that several *ex parte* contacts were made between Mr. Desvernine and Warren Baker, then general counsel of the FCC.

Mr. Lishman said several political figures, including candidates for office whom he declined to identify, had "demanded" the hearings be resumed immediately after developments in Mr. Eastland's testimony in September but that Subcommittee Chairman Oren Harris (D-Ark.) postponed hearings until after the election tomorrow (Nov. 4) to avoid political matters.

Mr. Lishman did not mention by name as invited witnesses other persons whom Mr. Eastland testified were involved in various behind-the-scenes activities in the ch. 4 case. These included Democratic Mayor David Lawrence of Pittsburgh, Sen. George Smathers (D-Fla.) and multiple-station owner George B. Storer.

Torre Case to Supreme Court

A centuries-old "right" of newspaper reporters to refuse to name their sources has been placed before the U. S. Supreme Court.

Marie Torre, *New York Herald-Tribune* radio-tv columnist, appealed last week for Supreme Court review of a 10-day jail sentence for criminal contempt of court because she refused to name the source of a story she wrote.

Miss Torre's jail sentence—imposed by New York federal district Judge Sylvester J. Ryan—was upheld by the Second U. S. Circuit Court of Appeals last September. The opinion was written by then Circuit Judge Potter Stewart, now a member of the Supreme Court. It is believed Justice Stewart will disqualify himself.

ANOTHER FABLE OF PROFITS*

(No dollars from do-nots)

ONCE UPON A TIME there was a station manager who had enough gun powder to set the world on fire. Unfortunately, his troops, like Guy Fawkes, kept getting hung up—short of the goal.

Then one day while fuming over the cold ashes of his fallen hopes he met the friendly Bolling man who explained how to place the charge where it would do the most good—and, set it off!

Today with the aid of his new found friend he's breaking through.*

The moral of this story is... Don't ever nurse a yearn for the worse.

**If — in the din of battle you can keep your head while those about you are losing theirs — you'll call us.*

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

CHICAGO • BOSTON • LOS ANGELES • SAN FRANCISCO • DALLAS

WITI-TV PURCHASE DEFENDED BY STORER

- **Letter answers FCC queries**
- **No undue concentration seen**

Storer Broadcasting Co. last week told the FCC that its proposed purchase of WITI-TV Milwaukee won't result in a concentration of radio-tv station ownership against the public interest, that Storer doesn't intend to combine its other radio-tv outlets with WITI-TV for rate purposes unless forced to by competition from other multiple radio-tv station owners in Milwaukee (Hearst Radio and CBS) and that Storer feels it can make a go financially of WITI-TV as an independent outlet because that station isn't beset by troubles similar to those which confronted Storer's independent (and now-dark) WVUE (TV) Wilmington.

The Storer presentation was a reply to a Commission letter in mid-October [GOVERNMENT, Oct. 20] posing these questions about the company's proposed purchase of WITI-TV (ch. 6) for $4,462,500 [AT DEADLINE, Aug. 11]. The FCC, by a 3-2 vote, asked for the information before considering approval of the transaction.

Storer maintained last week that it has "never" sold a radio or tv station except to comply with the FCC's numerical limit (five vhfs, 2 uhfs, 7 ams, 7 fms) on station ownership. Even when Storer has done so, said the letter signed by Vice President-Secretary John E. McCoy, the company has "immediately re-invested" in radio or tv stations which appeared to offer "greater opportunities for public service and financial return."

Substitution of WITI-TV for WVUE, Storer said, actually will represent a reduction of 1,257,500 tv homes served and an area reduction of 399 square miles. After the transfer there will be "at least" five multiple tv owners serving a greater aggregate population than Storer, the company said, listing CBS, NBC, ABC, Westinghouse Broadcasting and General Teleradio (and considering GT's CKLW-TV Windsor, Ont.-Detroit).

Storer noted WITI-TV serves a separate economic area from other Storer stations and that it has no lack of competition from other radio-tv stations and other media. It was pointed out the FCC "repeatedly" has determined that other multiple radio-tv operations—serving larger cities and larger populations than Storer—are not against the public interest. Storer listed a number of transactions approved by the FCC in the past and involving CBS, NBC, ABC, WBC and GT and said these companies had been favored "repeatedly" by the FCC in comparative hearings, uncontested transfers and protested transfers.

The letter said Storer will not set rates for WITI-TV in combination with other Storer radio-tv stations unless locally competing multiple owners such as Hearst and CBS institute this practice. In such an event, Storer said, it reserves the right to reconsider.

Storer said that while it had failed to operate WVUE and WGBS-TV Miami with financial success as independents, the company has received valuable experiences therefrom. It noted losses of $2 million within 16 months at WVUE.

Citing differences in WITI-TV and WVUE which would make more likely the success of WITI-TV as an independent where WVUE failed, Storer said WITI-TV revenues have improved over 1957 and the station should show an operating profit of at least $6,500 this year. WITI-TV's competitive situation is better, it was noted, because WVUE competed with three "established" (i.e., pre-freeze) vhfs, whereas the Milwaukee outlet has only one such established competitor—WTMJ-TV. WISN-TV has been on the air only since October 1954 and under its present ownership (Hearst) since March 1955, while uhf WXIX-TV, on the air since September 1953, has been owned by CBS only since 1955.

WVUE had programming problems because competitors had control of "substantially all good programming" otherwise available to an independent—all major film feature packages, substantially all good syndicated film series and sporting event features. WVUE had to sublicense from WFIL-TV Philadelphia for $1.5 million the RKO package, the only one it was able to obtain, Storer said. WITI-TV has no such problem and its schedule of features and syndicated films, plus some ABC-TV network programs, is "highly competitive," it was said. Storer also has contracted for the Paramount feature film package contingent on FCC approval of the WITI-TV purchase, it was noted.

Storer cited a "long history" of non-acceptance of WVUE in its market, audience habits of tuning to network stations in Philadelphia, receiving antenna orientation problems and alleged harmonic interference from WPEN1FM Philadelphia. WVUE, although in Wilmington, had to pay the same operating costs prevailing in Philadelphia, costs not present in Milwaukee, Storer added .

ARB audience surveys were cited for August and September 1958 to show that WITI-TV enjoys a much better competitive position in relation to its competitors than did WVUE.

Storer added that should a network affiliation become available in Milwaukee, Storer, "of course," will seek it.

WBC Protests Black Mark Given For KYW-TV's Use of NAM Film

Westinghouse Broadcasting Co. last week asked the FCC for a cleaner mark in deportment than that given its KYW-TV Cleveland for programming free news film on a "controversial issue" without announcing who furnished the film.

WBC lit into the FCC's interpretations of its rules in handing the company a reprimand for telecasting on one of its news programs a film made of the "Kohler hearings" last March before a special Senate Labor-Management Committee [GOVERNMENT, Sept. 29]. Storer Broadcasting Co. was chastised along with WBC for carrying a film of the hearings, furnished by National Assn. of Manufacturers. More than 20 other tv stations also carried the film [GOVERNMENT, April 21, *et seq.*].

Westinghouse urged the FCC to let a station exercise its own judgment on the fairness of whatever it presents on a news program. WBC questioned whether a station presenting a controversial viewpoint as part of a news program has the affirmative duty to seek out and encourage divergent opinions.

The company also wanted to know the extent of FCC rules on material furnished free to a station by persons or organizations seeking publicity and under what circumstances the furnishing of such material free to a station is considered by the FCC as an inducement to the station to broadcast the material.

Westinghouse asked the FCC to ameliorate the wording of its letter to WBC last September so as to indicate that the company's conduct was not "delinquent" and that the FCC finding would not "militate" against WBC's overall qualifications as a broadcast licensee in the future.

WBC said it has been unable to find any previous FCC ruling or court decision that the FCC rule requiring source identification of free material of a controversial nature is applicable to "hard news" programs. KYW-TV's judgment was made in good faith and was a reasonable one under the circumstances, WBC said, expressing its feeling that good faith and a reasonable effort to conform to FCC rules shouldn't be considered as "conduct substantially short of that required of a broadcast licensee."

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WRC-TV's new rate card (No. 14) is a thing of beauty . . . and a joy to work with. Effective Nov. 1, 1958, it offers important new opportunities for advertisers. The most significant change enables the advertiser to purchase announcements on all plans *on a non-pre-emptible basis with fixed positions for a limited number of prime-time 10-second spots!* ■ Time period classifications have been reduced to a minimum. Calculations take only moments. And it will take *you* only a moment to obtain maximum benefits from the Capital's newest rate structure . . . which goes hand-in-hand with the Capital's most modern television facilities. Now, more than ever, you will find it easier, more profitable to do business with WRC-TV . . .

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WRC-TV·4

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November's "Most Happy Sponsor" stations on the Lang-Worth Radio Hucksters & Airlifts jingle service bandwagon may be singled out because each in a different way has "butted heads" with an advertising situation—and licked it for Radio! Lang-Worth's congratulations to—

WTOB, WINSTON-SALEM, N. C.:
CHARLIE BRUNT REPORTING—
How to get the lion's share of the County Fair radio budget? A Radio Huckster jingle campaign, smartly produced by WTOB, turned the trick. "A moral victory" reports Mgr. Blunt, who adds with pride of achievement in his Sales and Production organization that "every week new billing is signed with the help of Hucksters & Airlifts . . . one of the biggest reasons why billings are 'way ahead of last year."

WWNY, WATERTOWN, N. Y.:
ROD ABARE REPORTING—
Situation: How to keep new business phone numbers before the consumer in changeover to dial system. Newspaper—No, Radio! With Lang-Worth Attention Getters and jingles, WWNY sold as much as 100 spots in retailer campaigns, including cab service, laundries and others. Situation licked!

WDKN, DICKSON, TENN.:
BILL POTTS REPORTING—
"It had the biggest single item results that the shop had done in 12 years of all media promotion." This is the summary of the Vogue Apparel Shop on a swim suit promotion over WDKN, expertly produced with Radio Hucksters.

WEJL, SCRANTON, PA.:
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Situation: A shoe retailer relegating Radio in favor of other media. Answer: "Buy Better Shoes" Huckster jingle to spell out the quality message the dealer desired. Result: An increase of 60% in billing with an already "Happy Sponsor."

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LANG-WORTH
FEATURE PROGRAMS, INC.
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HIGHER I-A POWERS—PRO & CON

The issue of higher powers for clear channel stations—which is being held in abeyance by the FCC in its current rulemaking on clear channels—permeated the thinking if not always the remarks of most parties filing reply comments on the proceeding last week. Several multiple owners felt the record in the FCC rulemaking is out of date or incomplete.

Clear Channel Broadcasting Service, which plumped for higher powers (up to 750 kw) for Class I-A clear channel stations in its original comments [GOVERNMENT, Aug. 18], stuck to that stand last week as a "minimum proposal," along with highest power for at least four I-B outlets. CCBS said there is no reason why the FCC can't resolve all the issues posed. CCBS held that while there has been a considerable increase in the number of am stations since 1947, this has had no significant effect in filling in "white areas."

ABC said the record of the clear channel proceeding is out of date and incomplete, said ABC opposes a "piecemeal" solution of duplicating clear channels in this proceeding while deferring considerations of higher power for at least four 1-B outlets, it questions the soundness of "breaking down" the clear channels. ABC expressed concern that its WABC New York (770 kc) would lose skywave service in the East if the FCC goes through with its decision assigning 770 kc to KOB Albuquerque and requiring both stations to use directional antennas. ABC suggested the FCC consider putting KOB on 660 kc (NBC's WRCA New York), 880 kc (CBS's WCBS New York) or 1180 kc (WHAM Rochester, N. Y., NBC affiliate) on grounds these two networks have "a plethora" of skywave services in the East.

NBC maintained its position that the record is not up to date and hasn't been brought up to date by comments and advised the FCC against making "drastic and extensive" changes in the broadcasting system which has "prevailed since the 1920s" unless the need is "clear and unequivocal." The network opposed a proposal for assignment of 660 kc (WRCA New York) to Phoenix (Meredith's KPHO there). NBC said the FCC should terminate its proceeding unless it is prepared to hold a hearing on specific and detailed proposals on all Class I-A channels.

Storer Broadcasting Co. said implementation of the present FCC rulemaking would result in interminable legal proceedings and probably a court decree ordering that the record be completed. Storer proposed that the FCC call for additional, specific proposals on all 24 Class I-A channels, specifying information requested and standards of service and interference.

Westinghouse Broadcasting Co. also called the record inadequate and said the FCC can't duplicate clear channels without deciding if increased power to 750 kc will be granted to clears. WBC said it opposes assignment of I-B stations on 1030 kc (WBZ Boston), 1020 kc (KDKA Pittsburgh) and 1100 kc (KYW Cleveland). WBC submitted an engineering study purporting to show how a total of 20 Class II stations could be assigned on the three frequencies with a minimum of loss to existing primary services. WBC said this plan would provide local primary night service to 11 communities and in many cases a first primary night service of any kind. It suggested equivalent plans for other frequencies.

Meredith Engineering Co. asked duplications of clear channels as follows: 660 kc (WRCA New York) at Phoenix (Meredith's KPHO is at Phoenix); 770 kc (WABC New York) at Albuquerque (this is what FCC contemplates in its decision assigning KOB Albuquerque on 770 kc); 880 kc (WCBS New York) in Wyoming (city not named); 1100 kc (KYW Cleveland) at Seattle, and 1180 kc (WHAM Rochester) in Idaho or Alaska (cities not named). This would provide 8,244,200 people in the West an additional secondary service and 1,220,000 three additional services, Meredith said.

KING Seattle also asked 1100 kc at Seattle and 660 kc at Phoenix and suggested that 1030 kc (WBZ Boston) should be assigned at Billings, Mont.

KOOK Billings, Mont., which wants a Class I station assigned on 660 kc in Montana, opposed the KING and Meredith plans. KOOK said KFAR Fairbanks, Alaska (Class II on 660 kc) wants more protection than that normally given Class I stations.

KFAR Fairbanks, Alaska, objected to proposals to assign 660 kc to Montana, saying it would destroy KFAR service in important areas of Alaska.

KXL Portland, Ore., which has asked assignment of KXL as a Class I-B on 750 kc unlimited, said this nighttime operation is not incompatible with an increase by WSB Atlanta (750 kc) to 750 kw.

WSB Atlanta, however, attacked this plan for duplication, saying the FCC has not proposed nor does it contemplate nighttime duplication on 750 kc.

KDYL Salt Lake City felt duplication of the three New York City clears, 660 kc, 770 kc and 880 kc would "cure" more "white areas" in area and population in four western states than the losses which would be created west of New York City.

WGN Chicago, Class I-A clear on 720 kc, said that frequency should be continued as a Class I-A and WGN should be given higher power.

WCCO Minneapolis (Class I-A, 830 kc) opposed a request by WNYC New York for nighttime operation on that frequency.

KFSD San Diego said a Class I or II station should be assigned on a clear channel there only if it would improve secondary service for underserved areas and said it reserves the right to apply for such a facility along with KFMB San Diego.

KATR Corpus Christi, Tex., 50 kw daytimer on 1030 kc, said the FCC's decision assigning KOB Albuquerque to 770 kc opens the way for duplication of 1030 kc

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KSL Salt Lake City (Class I-A, 1160 kc) said proposals to duplicate some I-A channels show little promise of reducing white areas and called for increased power for Class I-As. It asked that it be singled out for early authorization for higher power because it is the only I-A station "indicated" for non-directional operation.

KSKY Dallas (660 kc, 1 kw day) said it wants 50 kw day and after that night operation with the maximum permissible power.

KREX Grand Junction, Colo., asked the FCC to examine the needs of Colorado for one of the duplicated channels.

A number of stations said they were flatly opposed to or were opposed to action looking toward granting higher power to clear channel stations. Most of them said they withheld comments on power for clears because this wasn't part of the FCC rulemaking, but that, since proponents for higher power had brought up the subject in August comments, they want to go on record as being opposed to such increases. They included:

KFRO Longview, Tex.; KICD Spencer, Iowa; KVOG Ogden, Utah; WMAZ Macon, Ga.; WEMP Milwaukee; WKHM Jackson, Mich.; WELL Battle Creek, Mich.; WKMH Dearborn, WKMF Flint and WSAM Saginaw, all Michigan; WVPO Stroudsburg, Pa.; KWK St. Louis; WLAC Nashville; KJBS San Francisco; KXOK St. Louis; KLIF Dallas; KENS San Antonio; WWDC Washington; WDSU New Orleans; WDEF Chattanooga; WMBR Jacksonville, Fla., and WRAL Raleigh, N. C.

California Radio Announcements On Referendum Bring Protests

The FCC last week was investigating protests against announcements on California radio stations implying President Eisenhower and Vice President Nixon support a state referendum measure in the elections tomorrow that would take tax-exemption away from private and parochial schools.

The White House and the FBI also received protests. President Eisenhower issued a denial that he supported the measure (Proposition 16) and Mr. Nixon said he voted against it by absentee ballot. Mr. Nixon called the radio copy "falsification and bigotry at its worst."

The FCC declined to name the stations involved pending queries to the stations themselves. Some of the protests failed to name specific stations, FCC said.

The radio spots, placed by Californians for Public Schools, began: "Californians, wake up. Did you know that the headquarters of the Roman Catholic Church in Rome has sent instructions to all Catholics in California to oppose Proposition 16? . . . This foreign attempt to influence California voters is in contrast with the stand of the President and Vice President of the United States, both of whom have refused appeals to influence our state educational policy . . . When in Rome, do as the Romans do. When in California, vote "yes" on Proposition 16."

NBC Surrebuts AFTRA As Bout Enters Round 2

NBC last week answered the second round of charges filed at the FCC by the Chicago chapter of American Federation of Tv & Radio Artists criticizing the network for programming changes on the network's owned stations in Chicago, WMAQ and WNBQ (TV).

The network said AFTRA is attempting to involve the FCC in individual programming decisions by station management in its request that the Commission set a hearing on license renewals of WMAQ and WNBQ and that such action by the AFTRA chapter is "procedurally improper."

NBC said the Chicago union group appears not to believe the network's announced plans to add a Saturday morning half-hour live show on WNBQ, though the program was announced Oct. 15 and has already begun. The network denied the AFTRA chapter's charge that not a single live radio or tv network program is originated in Chicago with local entertainment talent, saying several NBC Radio network programs originate there, plus inserts in both radio and tv network programs. Origination of network programs in Chicago is irrelevant to the issue brought up by the union group as to local programming of NBC's owned stations there, the network said.

NBC, in its opposition filed at the FCC enclosed a copy of its reply to a letter to the network from Sen. Paul Douglas (D-Ill.) questioning the changes in programs made by WMAQ and WNBQ for fall [AT DEADLINE, Oct. 6]. Network officials planned to meet with Sen. Douglas over the past weekend to elaborate on parts of the NBC letter.

The letter said the program decisions were made by station management in the public interest; that the programs dropped from WNBQ had failed to attract audience; that replacements were not supplied by the network but were syndicated programs, development of which has been encouraged in congressional hearings and FCC staff studies; that other factors than whether a program is live or film, network or local, determine WNBQ programming. The WNBQ changes reduced local live programs an average of only 20 minutes a day, NBC said.

The network cited losses on two programs replaced on WNBQ and their lack of audience appeal as the reason for the station management's decision to substitute other programs. NBC took note of other changes it plans to improve programming, saying it carries 42 hours weekly of locally-originated live and film programs, both equally acceptable to local advertisers.

NBC said it is "puzzled" at Sen. Douglas' reference to the network's assurance almost two years ago that local live programs would not be canceled in favor of network originations. NBC said it understood Sen. Douglas had been advised then that no changes were contemplated for the "immediate future." This was not intended to indicate that the composition of the WNBQ program schedule would "remain fixed in perpetuity," NBC said.

The network disdained to reply to the AFTRA chapter's charge that the NBC answer to the FCC on the AFTRA group's original charge "brazenly insults the activities of" Sen. Douglas, Reps. Sidney R. Yates (D-Ill.) and Peter F. Mack (D-Ill.) and Chicago Mayor Richard J. Daley. Reps. Yates and Mack and Mayor Daley have supported the AFTRA chapter in protests to the FCC.

The AFTRA "insult" charge apparently stems from the network's stated position that the FCC should not enter the province of station management and decisions on programming.

The AFTRA chapter's statement said it has made "no effort to have the Commission inject itself into the day-to-day programming decisions. What is attempted . . . is to draw the attention of the Commission to the latest sequence of actions in a continued policy of disregarding certain aspects of the public interest . . ."

MGA Files Petition With NLRB To Oppose AFM in Record Field

Musicians Guild of America Tuesday (Oct. 28) filed a petition with the National Labor Relations Board for an election of musicians employed in the recording field to determine their choice of bargaining agent, between MGA and the American Federation of Musicians, whose current agreement with the recording industry expires at the end of the year.

It can be expected that AFM will oppose the MGA petition as it is opposing the move of MGA for an election of musicians employed at the independent motion picture companies. The NLRB headquarters in Washington, D. C., is now reviewing testimony presented during an extended hearing in Los Angeles to decide whether or not to authorize this election. Last summer, in an NLRB election, musicians who had worked for the major motion picture studios in Los Angeles County chose MGA as their bargaining agent, giving the new union its first victory over the venerable AFM [AT DEADLINE, July 14].

An attempt of MGA to become representative of musicians employed in recording is only the first of a series of proposed extensions of the new union's sphere of influence announced by Cecil Read, MGA chairman. Before the expiration of AFM contracts with the radio and tv networks early in 1959, Mr. Read has said that MGA will request elections aimed at giving MGA jurisdiction over the employment of musicians at the networks.

SAG New York Local Starts Poll On Proposed Merger With AFTRA

Ballots were distributed last week to members of the New York local of the Screen Actors Guild asking them to vote on a proposal to merge with the American Federation of Television & Radio Artists, covering performers in the field of television.

In the past, SAG's board has resisted offers of consolidation proposed by AFTRA [PERSONNEL RELATIONS, Oct. 22].

On a related matter, the National Labor

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- Always GOOD . . . now a MUST!

Call Masla Quick!

Relations Board will re-open a public hearing in New York Thursday (Nov. 6) on a petition by AFTRA to hold an election among members to select a single union to represent them in the field of videotape commercials. At present, AFTRA holds jurisdiction over tape at networks and stations and the Screen Actors Guild over VTR at film studios. SAG, along with the Screen Extras Guild and the three television networks, has opposed AFTRA's petition.

AFTRA, meanwhile, is still in discussions with the radio and television networks on a new contract to replace the current pact, which expires Nov. 15 [PERSONNEL RELATIONS, Sept. 29].

Videotape, Merger Question To Occupy SAG Annual Meeting

Screen Actors Guild has set its annual membersip meeting for Nov 25 to discuss "recent developments in the videotape situation and proposals that SAG merge with AFTRA." Urging every member to attend, SAG pointed out that "these two issues alone may affect the future livelihood of every motion picture actor."

With the notice, SAG also mailed ballots for the annual election of officers and board members. Howard Keel will be elected president; MacDonald Carey first vice president, James Lydon second vice president, Rosemary Camp third vice president; Robert Keith recording secretary and George Chandler treasurer, there being no opposition candidates for these offices.

Also without opposition and therefore sure to be elected are Ann B. Davis for a two-year term on the board and Douglas Kennedy, Ernie Kovacs and Milburn Stone for one-year terms. George Sowards and Bert Stevens will be elected for three-year terms, representing the A-J membership (primarily extras whose main affiliation is Screen Extras Guild but who come under SAG jurisdiction by speaking off-the-cuff lines). There are 15 competitors for 11 three-year board terms, the official slate of 11 candidates and four who were nominated by independent petition.

Directors Guild Elects Kane

Michael J. Kane, director of CBS-TV's *Art Linkletter's House Party*, has been elected national president of Radio-Tv Directors Guild International, succeeding Kirk Alexander, director of NBC-TV's *Jack Paar Show*. Shields Dierkes, Detroit director, was elected third vice president, succeeding free lance director Hal Davis. Holdovers are Stuart Phelps, free-land director, first vice president; Clifford Braun, ABC-TV, Chicago, second vice president; Tom Donovan, free-lance director, secretary; John Dillon, NBC, New York, treasurer, and Newman H. Burnett, executive director.

Refund to Cartoonists Ordered

Refunds of $200 out of $250 initiation fees were awarded movie cartoonists who have joined Local 839 (Los Angeles) of the Motion Picture Screen Cartoonists (IATSE) since July 1, 1956 in a ruling by the National Labor Relations Board. NLRB held the increase of the fee from $50 to $250 in 1956 was meant to discourage new cartoonists from entering the industry and was discriminatory.

WCKY Appeals Examiner Ruling That AFTRA Did Not Break Law

Reversal of an examiner's ruling that strike actions of American Federation of Television & Radio Artists against WCKY Cincinnati did not violate the labor laws was asked last week by the station. WCKY filed an appeal with the National Labor Relations Board, contending the examiner erred in appraising testimony by AFTRA witnesses and in construing legality of union strike actions.

AFTRA procedure designed to keep members, advertisers and agencies from making recordings for use on WCKY was within the secondary boycott provision of the National Labor Relations Act, Examiner Charles L. Ferguson of NLRB held Sept. 2 [PERSONNEL RELATIONS, Sept. 8].

WCKY contended in its appeal that a resolution adopted by the AFTRA Cincinnati local Sept. 17, 1957, violated the secondary boycott section (8b4). The station cited excerpts from testimony at the examiner's hearing, claiming errors in findings involving the credibility of witnesses. The resolution stated that the local disapproved of any agency or advertising placing business on WCKY, adding that "no member of AFRTA is allowed to work at or through the facilities of WCKY."

The national AFRTA transcription code provision which says "artists may not authorize the producer to use the transcribed record of the artist's performance for the purpose of strike-breaking" is not within the labor act, WCKY contends. A national AFRTA questionnaire procedure by which artists were required to list recording dates involving WCKY was held to violate the act. The station argued that the real purpose of the questionnaire "was to signal to the members that WCKY was 'unfair' and thus to encourage them to refuse to perform services for secondary employers to induce them to cease doing business with WCKY."

A letter sent Oct. 29, 1957, by the AFTRA local was deemed violative of the act. It stated, according to the WCKY brief: "National AFTRA has notified all national makers of transcriptions and all AFTRA members in major originating cities that no transcriptions may be made by any member without a written statement from the agency or producer that such transcription will not be used on unfair WCKY."

WCKY contended national AFTRA is responsible for acts of the local.

AFTRA was certified as collective bargaining agent for WCKY at an election held in May 1957. After collective bargaining negotiations had been underway for a time, AFTRA was charged with having threatened to bankrupt the station.

The NLRB regional office in Cincinnati obtained an injunction in U. S. District Court, Cincinnati [AT DEADLINE, Jan. 13], restraining AFTRA from purported secondary boycott activities. The injunction was effective pending NLRB action.

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Nothing else like it in Greater New York
When the Woolworth building was erected there was nothing else like it in New York. When WVNJ first conceived playing just Great Albums of Music, there was nothing else like it in America. Today its formula is being copied by stations from coast to coast.
There are good reasons for this. Great Albums of Music appeal to an adult audience — those most able to buy: — those most able to persuade others to buy. It's the only audience that really pays off.
The WVNJ formula delivers more of this adult audience in Essex County alone (pop. 983,000) than any other radio station in New York as well as New Jersey. And the cost is less than 31c per thousand homes — by far the lowest in the field. We can prove it with Nielsen and Pulse. We'll be glad to — anytime you say.
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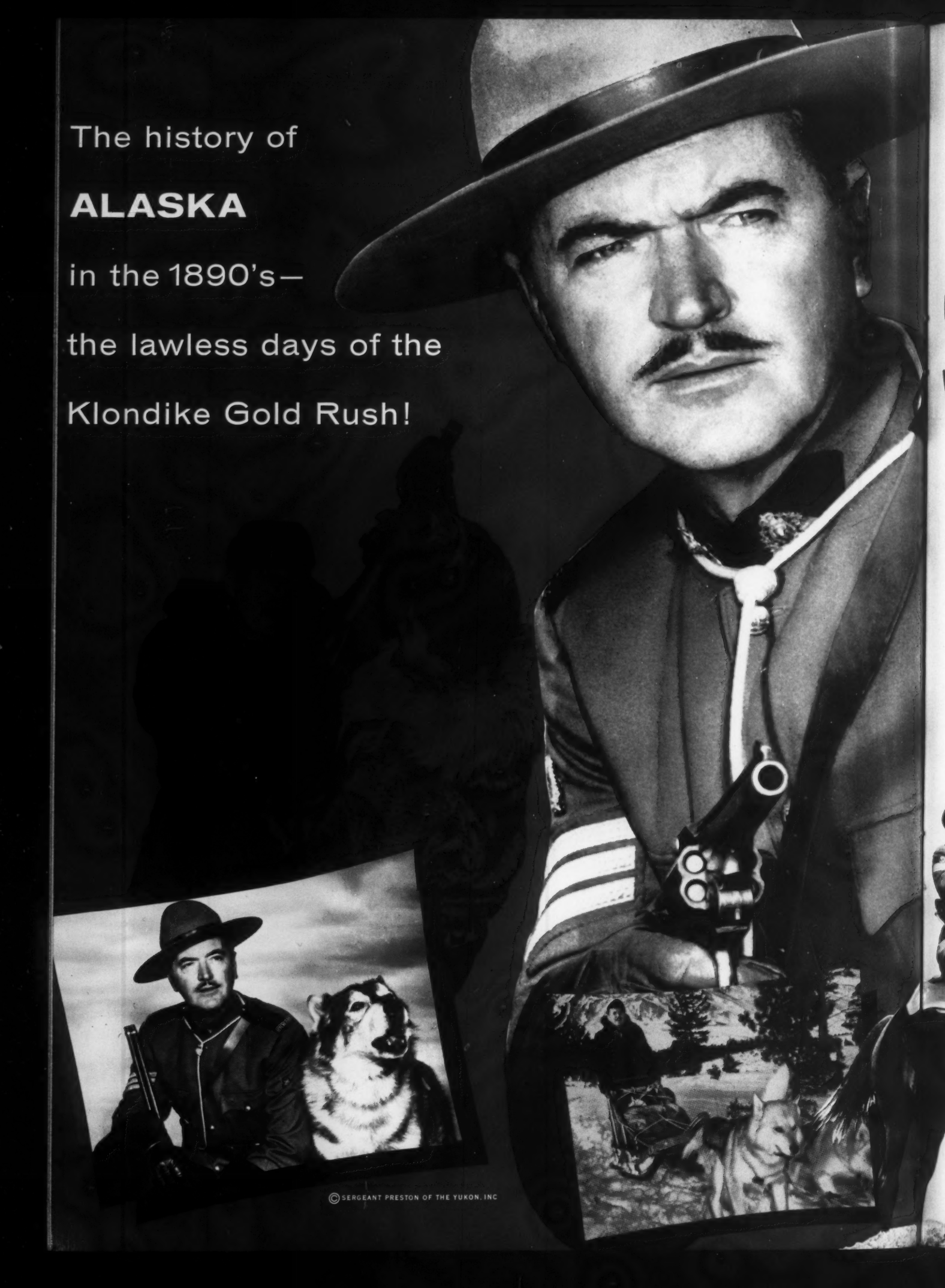
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- **Editorializing also highspotted at Washington finale**
- **Eight conferences registrations: exactly 1,600 on the nose**

Broadcasters have an insatiable thirst for information about the use of videotape recording.

Their desire for VTR facts, figures and techniques was demonstrated at each of the eight NAB Fall Conferences. The series started Sept. 18 at Biloxi, Miss., and wound up Oct. 28 in Washington.

Last week's VTR discussion in the Nation's Capital, following the pattern of the other seven meetings, centered around (1) station programming, (2) production methods and (3) operating costs.

The VTR meetings produced much information about the way stations with VTR equipment are using it plus a realization that a whole new field of management problems and opportunities is developing.

VTR shared Fall Conference attention with station editorializing, legislative and regulatory issues, labor relations, sales, economics, public relations and liquor advertising.

Total registered attendance at the eight conferences was exactly 1,600, according to William L. Walker, NAB's conference manager. This compared with 1,702 last year and 1,581 in 1956.

Average attendance at commercial conventions is running about 20% below last year, according to hotel officials. NAB was only 6% below last year, with some of the drop traced to booking of meetings at resort areas that involved transportation problems. All 1959 Fall Conferences will be held in major cities.

Attendance at the recent conferences follows: Biloxi 136; Oklahoma City 160; Sun Valley, Idaho, 146; San Francisco 188; Milwaukee 190; Minneapolis 223; Boston 226; Washington 331.

An hour of VTR discussion at the final session in Washington last Tuesday produced the conviction of several tv station managers that they consider their recorders indispensable. Jerome Reeves, KDKA-TV Pittsburgh, called VTR "a new and exciting tool. It would be impossible to run the station without it now that we've been operating VTR four months." KDKA-TV has a second recorder on order.

At KDKA-TV all directors are given a chance to use the VTR equipment. Advance production of programs for weekend airing is important plus improved commercials. KDKA-TV, Mr. Reeves said, records interviews at convenient times to brighten early morning schedules. Every week the staff reviews the past week's programming by means of recordings. Mr. Reeves said this is bringing improved production.

Larry Israel, WJZ-TV Baltimore, another Westinghouse Broadcasting Co. station, added that VTR has been effectively used to carry political addresses at desired hours. The last portion of the daily *Bandstand* program is recorded, providing the first portion of the next day's program. Mr. Israel tapes editorials for use at desired times. KDKA-TV and WJZ-TV exchange taped programs now that the problem of interchanging has been solved.

Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va., who is awaiting delivery of VTR equipment, predicted recording will offer a means of selling department store time. He said the cost of film production alone may use up a store's entire tv budget, adding that VTR will permit production schedules that fit into retailers' store hours.

David J. Bennett, Triangle Publications, said the group's New Haven station, WNHC-TV, is pre-recording seven to eight hours of programming daily with live crews starting about noon. The station has two VTR machines and has been recording for several months. He suggested this basic rule—do every tape show as if it were live, leaving normal flubs on the tape.

Kenneth I. Tredwell Jr., WBTV (TV) Charlotte, N. C., said the station is using the first RCA compatible color VTR installation supplied to a broadcast station. WBTV awaits the day when RCA and Ampex tapes will be interchangeable, he said. He and Campbell Arnoux, WTAR-TV Norfolk, Va., pointed out the desirability of taping network programs for delayed broadcast. Network fear that stations eventually would set up their own schedules, with networks losing control of the time programs are broadcast, was suggested as a reason permission for delayed broadcasting is denied stations.

Donald J. Mercer, NBC station relations director, said in answer to a question that NBC only grants permission for VTR delays in the case of special news events.

Norman E. Cash, Television Bureau of Advertising, said tv stations must develop better ways to serve retailers. Newspaper costs continue to rise, he reminded.

Mr. Arnoux said VTR permits WTAR-TV studios to be dark during many evening hours plus Saturday and Sunday. Clients like VTR and the station needs a second machine, he said.

IN SHEEP'S CLOTHING

A case of concealed identity developed last week at the final NAB Fall Conference in Washington.

The speaker at the closing luncheon Oct. 28 was Felix W. Coste, vice president-marketing director for Coca-Cola Co. In introducing Mr. Coste, NAB President Harold E. Fellows observed that the speaker was retiring from Coca-Cola to enter the media field.

What neither Mr. Fellows nor Mr. Coste told the luncheon audience was the fact that the speaker is joining Outdoor Advertising Inc. He will be president of the billboard company.

Mr. Coste's speech was sharply critical of broadcasting's public service performance.

The problems centering around station editorializing drew heated discussion at the Washington conference. Joseph E. Baudino, Westinghouse Broadcasting Co., led the editorializing session. He said Westinghouse leaves the matter of editorializing up to the individual WBC-owned station but insists that any editorializing be the voice of management.

A score of stations among over 250 represented at the meeting indicated they are editorializing. Ben Strouse, WWDC Washington, and Simon Goldman, WJTN Jamestown, N. Y., agreed editorializing was the most effective programming they had done on their stations as well as providing an effective public relations vehicle. J. A. Gallimore, WSNW Seneca, N. C., insisted FCC must give stations more freedom to editorialize. He said the three basic elements of editorializing are inspiration, agitation and irritation. Raymond S. Green, WFLN Philadelphia, wondered if the public will believe an editorializing station is reporting its news impartially. Everett Rudloff, WJLK Asbury Park, N. J., a newspaper-owned station, contended many editorials carried on the air are written by people lacking necessary skills.

During a radio panel, Richard Pack, Westinghouse Broadcasting Co., took a shot at over-emotionalism and intolerance on the part of "certain industry critics of record programming." WBC, he said, believes in general "in the kind of musical pattern or philosophy which will most often get the largest audiences." He described this pattern as "a blend of the top current hits, plus good standards plus a sprinkling of up-and-coming tunes, plus a dash of regional specialties."

Felix W. Coste, vice president and director of marketing for Coca-Cola Co., addressing the Tuesday luncheon, said it's time broadcasters "worked up a new definition of public responsibility." He claimed the broadcasting industry "appears to have lost the interest and goodwill of those people who are generally described as opinion moulders," citing industrialists, bankers, businessmen, newspaper editors, preachers and professors. Mr. Coste will become president of Outdoor Advertising Inc. next Jan. 1.

Maj. Gen. Robert J. Wood, deputy chief, Army Research & Development, told the Monday dinner that broadcasters have been helpful to the military services by providing entertainment to fighting men. He voiced gratitude for public service efforts by the industry.

Media Project by Western Assn.

In a move to strengthen ties between advertising agencies and media, Western States Advertising Agencies Assn. has established a permanent media relations committee, inaugurated an annual media relations night, invited media to make industry presentations at the annual WSAAA conference and asked media for opportunities to make WSAAA presentations of the agency business to media personnel. WSAAA President Rod Mays announced the program Oct. 21 at the first Media Relations Night of the organization.

NAB Planning Harvard Seminar on Management

A proposed broadcast management seminar at Harvard Graduate School of Business Administration under NAB sponsorship was announced Friday (Oct. 31) by NAB President Harold E. Fellows.

The university has agreed to provide facilities and personnel for the NAB project, which is similar to management seminars sponsored by other industry groups. The seminar will be operated under direction of Prof. Sterling Livingston, management consultant and known as a foremost authority in the field. Administrative director is W. P. Gormbley, assistant dean of the graduate school.

Mr. Fellows will send a letter to member stations this week, notifying them of the project and asking them if they are interested in sending one or more executives to the seminar.

NAB will decide on funds for the project after the membership indicates whether enough persons will participate. The seminar is scheduled July 6-17 on the campus at Cambridge, Mass. A rough estimate of $500 to cover tuition, board, room, books and other necessary expenses was indicated by NAB, but this is not a final figure. Estimate does not include transportation to Cambridge.

The seminar will cover basic management skills and broadened executive environment, with specific reference to broadcast management problems. It will not include how-to-do training in broadcast sales as provided at Radio Advertising Bureau and Television Bureau of Advertising one-day and two-day clinics.

Charles H. Tower, NAB manager of broadcast personnel and economics, said the seminar will deal with management areas on a case basis, involving extensive advance research in broadcasting by the university. Financial control, product development and pricing are the type of management skills to be covered. The seminar is designed to help management think more systematically. Those attending will live in university dormitories.

McGannon to Be Opening Speaker At BPA Convention in St. Louis

Donald H. McGannon, president of Westinghouse Broadcasting Co., will be opening-day luncheon speaker at the Broadcasters' Promotion Assn. convention in St. Louis Nov. 17-19.

With the third annual seminar only a fortnight away, BPA was busy completing its agenda and counting advance registrations, with attendance expected to exceed 300, according to Elliott W. Henry Jr., ABC Chicago and BPA president [Trade Assns., Oct. 27, 13; Sept. 29].

Mr. McGannon's topic will be announced momentarily. Meanwhile, other speakers newly committed for the convention-seminar in the Chase Hotel are Joseph M. Baisch, general manager of WREX-TV Rockford, Ill., on "Promotion — Key Management Function," Tuesday afternoon; Steve Libby, account executive-publicist, Communication Counsellors, on the trade press, and Pete Rahn, am-tv editor, *St. Louis Globe Democrat*, on the consumer press, in the Monday afternoon "Breaking Into Print" session.

Robert Riemenschneider, media director of Gardner Adv. Co., St. Louis, will discuss ratings in "By the Numbers" Tuesday morning, replacing Edwin J. Gross of that agency and appearing with Dr. Thomas Coffin, NBC research director L. Walton Smith of Transcontinent Television Inc. will preside over the Wednesday morning "pick-the-brain" roundtable, Mr. Henry announced.

Movie War Chest Set To Block Flow to Tv

A five-man committee of the Theatre Owners of America last week began work on a plan, calling for the establishment of a tax-exempt, non-profit trust by theatre exhibitors for the purpose of purchasing post '48 pictures.

The plan, approved "in principle" by delegates to TOA's convention in Miami Beach Oct. 21-25, is designed to decrease the flow of motion picture product to tv. The committee appointed to develop the program consists of Mitchell Wolfson, president of Wometco Television & Theatre Co., Miami (WTVJ [TV] Miami, WFGA-TV Jacksonville, Fla., and WMTV [TV] Madison, Wis.); George Kerasotes, newly-elected president of TOA; Ernest G. Stellings, board chairman of TOA; S. H. Fabian, president of Stanley-Warner Theatres, New York, and Samuel Pinanski, president of American Theatres Corp., Boston.

A spokesman for TOA told BROADCASTING that the trust will be financed by exhibitors with cash down payments and by the issuance of bonds, which will be amortized by theatrical re-runs of product purchased. He said bidding for product will be conducted in open competition with tv distributors, so that it is conceivable that some product will be obtained for tv showing and other for theatrical exhibition. He added that some film purchased for theatre showing might be deemed unsuitable for exhibition there and this product could be re-sold to tv.

It was announced at the TOA convention that exhibitors now have raised the required amount of $165,000 for a "support movies" campaign on radio. The same amount is to be matched by producers and distributors. A TOA spokesman said that once the producers-distributors match the exhibitors' allocation, the radio campaign can begin within 45 days. He expressed the view that the campaign will start either in late winter or early spring.

Bartley to Address Arizonans

FCC Comr. Robert T. Bartley will be a guest speaker at the annual meeting of Arizona Broadcasters Assn., to be held Nov. 21 at Pioneer Hotel, Tucson. Election of officers is scheduled. Tom Wallace Sr., KTKT Tucson, is ABA president. The program includes an address by Joe Floyd of Mid-Continent Broadcasting Co., operating KELO-TV Sioux Falls, S. D.

Radio Success Stories To Be Heard at Clinic

Radio Advertising Bureau by the middle of last week had lined up most of the advertiser speakers for the radio success phase of the National Radio Clinic to be held Nov. 18-19 at the Waldorf-Astoria Hotel in New York.

Eight speakers in all are slated. Six already named: Robert M. Woods, vice president of Eskimo Pie Corp.; Fred R. Cross, director of advertising, Alemite Div. of Stewart-Warner Corp.; Martin Morici, vice president in charge of sales and advertising, Contadina Foods; Joseph M. McMahon Jr., director of advertising, Joseph Schlitz Brewing Co.; William Ehart, director of advertising, National Airlines, and Bernard J. Wiernik, vice president, Mogen David Wine Corp.

All of the companies represented on the speakers' platform are radio advocates. For example, Eskimo Pie (parent is Reynolds Metals) placed some 80% of its budget in radio in the second quarter of this year [ADVERTISERS & AGENCIES, Oct. 13]; Alemite (for its CD-2 crank case additive) spent 99% of its advertising money in radio over a 12-month period; Contadina Foods, which uses saturation campaigns featuring catchy jingles, currently is one of the important radio spot advertisers in foods, a category that accounts for an estimated 25% of all spot radio billing; Mogen David wine, which participates in several CBS Radio and NBC Radio programs, is using radio to help reach the young adult market; Schlitz has a timebuying strategy in radio that will be explained by its advertising executive, and radio aided National Airlines in building the once small regional airline into a major long-haul carrier.

SMPTE Hears Transoceanic Tv Is Possible But Impracticable

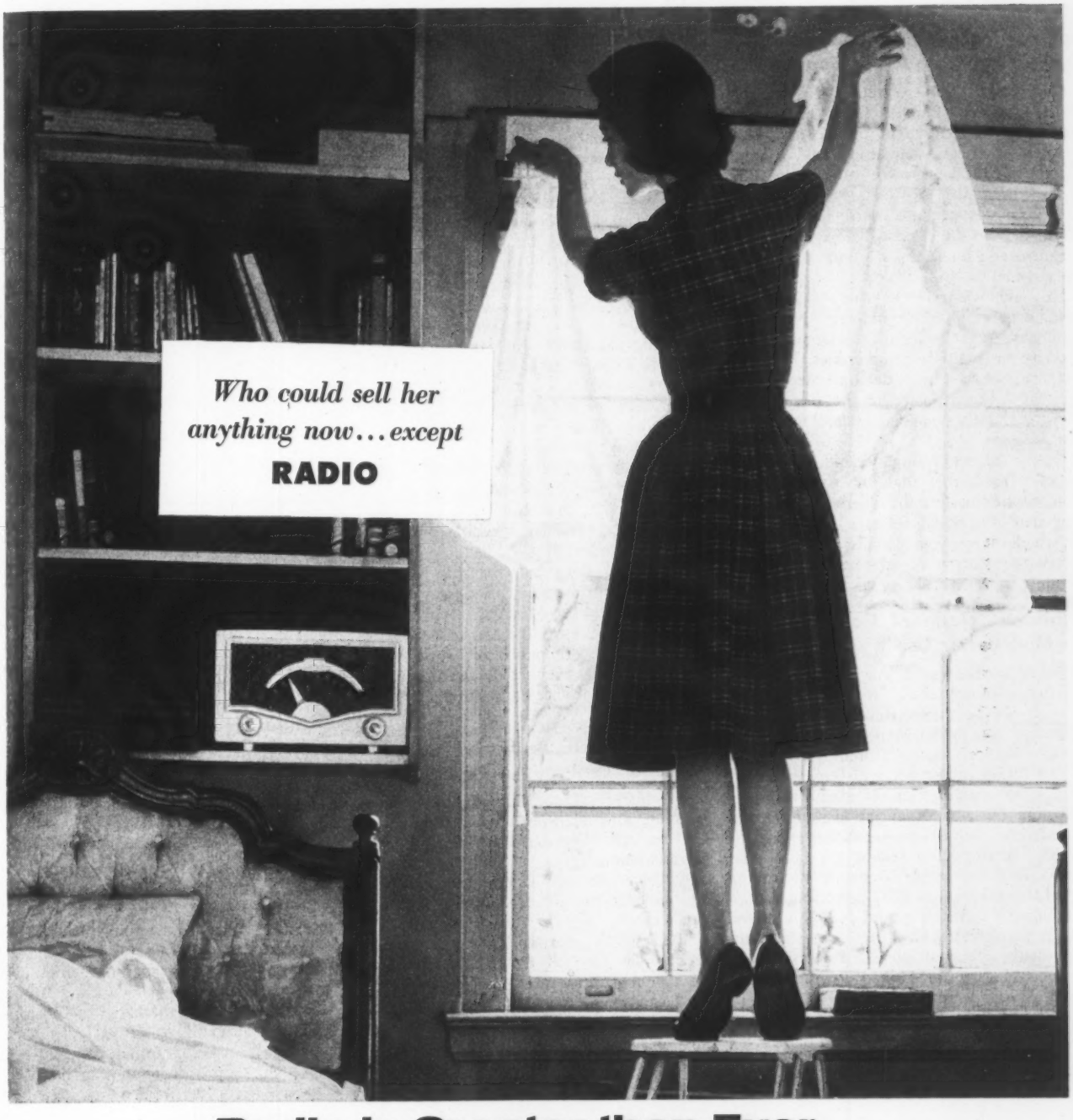
Although transoceanic television is now technically possible, a Bell Labs spokesman declared at the Society of Motion Picture & Television Engineers Detroit convention [TRADE ASSOCIATIONS, Oct. 27], its advent is not expected for 10 years.

The main reasons given are that such a system would require up to $75 million to set up and that there does not seem to be a commercial demand for the long-range service. Considerable political negotiations plus standardization of tv equipment between nations also are necessary, the society was told.

RAB Testing Awareness of Radio

Radio Advertising Bureau has announced an "awareness test" wherein some product, completely unknown to an area, is introduced by radio to measure listener reaction to the medium. It will be conducted throughout the country using Indianapolis Water Co. as a test case. The company has a series of humorous commercials prepared as an institutional sell that will be made available to member stations—except in Indianapolis. A nominal fee is being charged RAB members for 10 taped commercials.

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)



Radio is Greater than Ever ...but so is the Difference between Stations!

The strength of radio is its special ability to talk frequently and persuasively to almost everyone, and to do it economically. But equally important to advertisers is the ever-widening difference between ordinary and great radio *stations*. For it is only by taking advantage of this difference that you can use radio's strength to its fullest!

In most major markets one station stands out unmistakably as the *great* station. It's the one investing substantially in top facilities and top calibre personnel. Its expert programming covers the entire range of listener interest... with features thoughtfully produced, professionally presented. Its responsible management won't permit its call letters to be associated with pitchmen and questionable commercials, with carnival gimmicks, shoddy giveaways, triple spots.

Thus *great* stations amass huge audiences. Thus *great* stations earn the confidence of the community for themselves and for their advertisers. This is the combination that produces results.

The stations listed here are the *great* stations in 18 important markets. So efficient is their coverage, you need add only 30 selected stations, out of the more than 3,000 stations now broadcasting, to achieve effective nationwide reach. This technique of concentrating on 48 top stations is called "The Nation's Voice."

A call to any Christal office will bring complete information, documented with data developed by Alfred Politz Research, showing how the strategy of The Nation's Voice can quickly put radio's vitality to work solving *your* sales problem.

HENRY I. CHRISTAL CO. INC.

NEW YORK · CHICAGO · DETROIT · BOSTON · SAN FRANCISCO · ATLANTA

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore	**KFI** Los Angeles
WAPI Birmingham	**WHAS** Louisville
WBEN Buffalo	**WCKR** Miami
WGAR Cleveland	**WTMJ** Milwaukee
KOA Denver	**WHAM** Rochester
WJR Detroit	**WGY** Schenectady
WTIC Hartford	**KWKH** Shreveport
WDAF Kansas City	**WSYR** Syracuse
KTHS Little Rock	**WTAG** Worcester

Koehler Traces Changes in Industry For Pennsylvania AWRT Convention

George A. Koehler, station manager of WFIL-AM-TV Philadelphia, addressing the annual convention of the Pennsylvania chapter, American Women in Radio & Television, traced the growth of broadcasting in the community before it settled down in "the big house on the corner." The speaker, president of the Pennsylvania Assn. of Broadcasters, made the opening address at the convention Oct. 25.

He acknowledged the role of Pennsylvanians in building an industry. Now stations have been welcomed as good neighbors in the nation's communities, he said, and broadcasters have demonstrated a desire "to take our place in the community with the church, synagogue, school and town hall."

On the subject of employment, Mr. Koehler said that rather than the sudden jump from mailroom assistant to promotion manager that was possible in the pioneer days of broadcasting, young staffers today must accept the pattern of advancement that is standard in other businesses.

Publicists' National Convention To Mull Better Use of Radio-Tv

Better use of radio-tv will be discussed this week during the 11th National Conference of The Public Relations Society of America, this Wednesdav-Friday at New York's Waldorf-Astoria Hotel.

The PRSA conference will bring together over 1,000 public relations executives representing business organizations, non-profit foundations, advertising agencies and networks. A workshop session on broadcast media will be held Thursday morning. Speakers will include ABC news commentator Julian C. Anthony and NBC-TV news assignment editor Len Allen. Also slated to address the group of interested executives is Eugene Hagerty of United Press International's radio news desk.

Other radio-tv-film executives are slated to talk at the PRSA meetings, names of which will be announced today and tomorrow.

Among the better-known speakers during the convention: White House Press Secretary James C. Hagerty (Thursday night), George V. Allen, director of U. S. Information Agency (Friday morning), C. D. Jackson, Time Inc. vice president and former White House advisor on psychological warfare, author Adolph A. Berle Jr., former Assistant Secretary of State and IBM President Thomas Watson.

Meanwhile, last week, the impact of radio-tv was discussed before 120 students attending a series of public relations seminars presented by Tex McCrary Inc. at the New York Advertising Club.

William L. Safire, former NBC news correspondent in Cairo and NBC-TV producer, now a vice president at McCrary, declared that radio-tv do not lend themselves to selling "principle" only "personality." He cited as examples political campaign speeches of such men as President Eisenhower and the late Franklin D. Roosevelt in which he said the "personality" came through while their ideas and principles "were sold by newspapers and magazines." To sell "principle" on tv one must first sell "the personality of the principle," Mr. Safire noted.

He cited the "salesmanship" behind UNICEF as illustrated by Danny Kaye's appearance on Ed Murrow's *See It Now* last year; again using the *See It Now* series as an example, Mr. Safire felt world brotherhood was effectively sold via Marian Anderson's show, "The Lady From Philadelphia."

FTC Chief Tells Radio-Tv Execs Scope of Federal Ad Policework

The Federal Trade Commission must be "prompt and vigorous" in enforcing the law on advertising (false and deceptive representations) against violators, particularly since there is general acceptance by the majority in advertising of "the principles of fair play."

The FTC's position was emphasized Wednesday (Oct. 28) by its chairman, John W. Gwynne, in a speech before the Radio & Television Executives Society in New York. Mr. Gwynne, in outlining the commission's growing responsibility as business and subsequently advertising volume increases, traced the FTC load, noting that the commission now receives about 2,800 complaints of deceptive practices yearly. He said that cease and desist orders rose from 132 to 150 from fiscal 1956 to fiscal 1957 and reached 235 in fiscal 1958. The number of advertising complaints issued similarly went up.

Effective Publicity Tacks Discussed at L.A. Session

Publicity stories on film have a good chance of getting used on tv news shows, providing the idea is good, the presentation interesting and not over-commercial and the technical quality of the film up to broadcast standards, Bill Stout, newsman of KNXT (TV) Los Angeles, said Wednesday (Oct. 29).

Mr. Stout spoke at the fifth annual publicity clinic of the Publicity Club of Los Angeles, all-day session attended by more than 250 publicists who heard the profession discussed, criticized and, occasionally, praised by panels of newspaper editors and magazine bureau chiefs, university professors and others.

Publicity films have a particularly good chance of getting used on early evening programs, when films shot by a station's news crew during the day are still being processed and there's a dearth of new pictorial material, Mr. Stout said. The KNXT news department gets anywhere from a dozen to two dozen publicity films a week, he reported, of which perhaps four get on the air. Most of the rejected films are turned down because they lack any immediate news value, but a number lose out because of poor technical quality. "Television has high technical standards and using low priced cameramen, processors and editors who can't meet those standards is false economy, because the films won't bet used," he said.

Jerry Wald, motion picture producer, reported that as an experiment he kept track for a full day of all the people who were trying to sell him something—all the commercials he got by radio and tv, all the ads he saw in newspapers and magazines, all the posters he noticed driving to and from the studio, the signs on the backs of busses, etc. The total, he stated, was 361.

How, he asked, can any one advertiser make an impression among so many? The answer, he said, seemed to him to be summed up in the old advertising saw, "repetition makes reputation." On that basis, he commented, cigarettes and automobiles are doing about the best advertising job, motion pictures about the poorest.

We take pleasure in announcing that

Paul Fry

is now manager of our Midwest Division

MR. FRY will be located at P. O. Box 1733, Benson Station, Omaha 4, Nebraska

R. C. CRISLER & CO., INC. *Business Brokers Specializing In Television And Radio Stations*

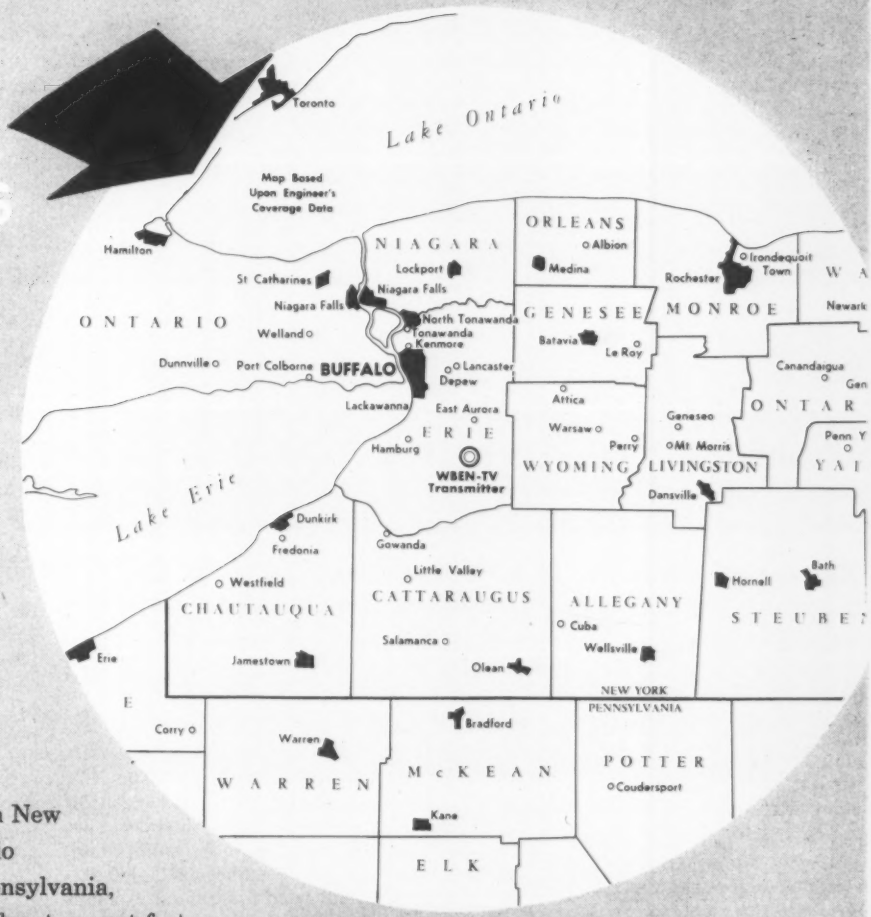
FIFTH THIRD BANK BLDG., CINCINNATI 2, OHIO DUnbar 1-7775

UPCOMING

November

Nov. 5: AAAA, east-central region's annual meeting, Commodore Perry, Toledo, Ohio.
Nov. 5-7: Public Relations Society of America, 11th national conference, Waldorf-Astoria Hotel, New York.
Nov. 6: Southern California Broadcasters Assn., annual outing, Inglewood Country Club, Inglewood
Nov. 8-9: Illinois News Broadcasters Assn., meeting, Illinois Hotel, Bloomington.
Nov. 9-12: Assn. of National Advertisers fall meeting, The Homestead, Hot Springs, Va.
Nov. 12: Maine Radio & Tv Broadcasters Assn., Colby College, Waterville.
Nov. 12: UPI Broadcasters Assn. of Maine, Colby College, Waterville.
Nov. 13-14: Tennessee Assn. of Broadcasters, Knoxville.
Nov. 13-14: New Jersey Broadcasters Assn., Cherry Hill Inn, Camden.
Nov. 13-15: Missouri Assn. of Broadcasters, Chase Hotel, St. Louis.

in WBEN-TV land your TV dollars count for more on channel 4



Since 1948, in Western New York, Southern Ontario and Northeastern Pennsylvania, WBEN-TV has been the strongest factor—in sight and sound—for profitable television promotion. Technical excellence, leadership in public service programming, local creative production plus CBS network program leadership have built incomparable loyalty in this important market of over 4,000,000 people. For the complete story on WBEN-TV land, its buying power and unique coverage, *call our national representatives,* HARRINGTON, RIGHTER and PARSONS, INC.

CH. 4

WBEN-TV CBS in Buffalo

THE BUFFALO EVENING NEWS STATION

STONE PROPOSES FM NETWORK

- **Maxon timebuyer draws up presentation, sees prospects**
- **Proposal is latest move in several years' study of fm**

A proposal for an fm national network is being made by Ray Stone, Maxon Inc. timebuyer who conducted a special agency study of the medium more than two years ago [ADVERTISERS & AGENCIES, April 16, 1956].

That study found fm to have an untapped potential, a medium consistently ignored but one that provides a loyal audience.

Mr. Stone, it was learned, has discussed his proposal, which he has prepared in report form, with at least one network (NBC) and various station group owners [CLOSED CIRCUIT, Oct. 27].

His report or "presentation" takes a cursory look at fm, shows why fm is desirable, explains who gets what from a "well-organized" fm radio network, goes into transmission possibilities, station and network compensation, and proposed hours for network option in local time. Magnetic tape would be used most of the time.

Mr. Stone asserts that fm radio offers an unduplicated, adult audience; higher-income listeners; a "large, influential and prosperous segment" of most major markets; constant geographical coverage; better reception, and a sizeable audience at an "attractive" cost.

As for who will get what from a national fm network, Mr. Stone lists several: public —"a different and a generally higher level of radio programming"; station—"offers more community service and obtains greatly increased income"; advertiser and agency—a new advertising medium "that can deliver a desirable audience at low cost"; receiver-transmitter manufacturer—increased demand for his product; distributor-retailer of fm set and related equipment—can sell a generally higher cost product with a proportionately higher profit; service company —more repair business to keep receivers in shape; record firms and tape manufacturers —greater demand for their products.

And, notes Mr. Stone, "fm radio does not interfere with or injure any other advertising medium."

An fm radio network, the presentation points up, would be programmed primarily with "all forms of acceptable adult music" and other types of "outstanding programming" on taped or live basis.

On line costs needed, Mr. Stone observes that the "two major" am radio networks use about 17,500 miles of lines with monthly line charges coming to $78,750 or $945,000 per year. But, he reminds, Class A lines are not suitable for fm transmission because of limited frequency response, and in using Class AAA lines on a basis comparable to am, the annual cost would run to about $1,575,000.

But, he asserts, "The fm network does not need or want to make everyday use of lines. This is the age of magnetic tape which eliminates line costs and offers other advantages."

The fm network, Mr. Stone's report says, mostly would operate with magnetic tape on local time in all markets and suggests these network option hours: 7-9 a.m.; 11 a.m.-3 p.m.; 5-6 p.m. and 7-10 p.m. Assuming a 16-hour station operation, the network could provide eventually 10 hours, or 62% of programming. Each affiliate at a future date would be provided with 900 hours or a three months' supply of network programs repeated four times yearly. Station compensation would be 25% of income if the network sells in network time, while network compensation would be 25% of income if the station sells time in network-programmed option time and network compensation could be 25% of income if the network sold time in station option and station-programmed time.

Mr. Stone assumes the network would be organized initially in the most important fm markets—the first 10 metropolitan areas, for example, which represent 50% of all U. S. fm homes (total homes currently estimated, he says, at 12-14 million).

The 10 cities: New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco, Washington, Cleveland and Pittsburgh—ranked in that order according to the percentage of fm pentration. Expansion, of course, he points out, could permit 50 to 60 stations.

A well-planned fm network could consistently deliver 2-3% of the potential audience, the report says. This would represent 132,600 homes in the 10-city metropolitan areas; $100 per commercial minute would give a cost of about 75 cents per 1,000 homes, and six spots per hour for 10 hours per day would produce an annual gross income of $2.19 million.

The actual cost of fm networking the first year would be in the general range of $175,000 to $350,000, Mr. Stone estimates. His breakdown: $50,000-100,000 for each of these: programming and production, sales and administration, and research-promotion-presentations. Another $25,000-50,000 would be allocated for general expenses (material, shipping, storage, music clearance etc.).

Observes Mr. Stone: "No attempt at fm organization should be made on less than a two-year initial basis. With substantial effort and little interference from circumstances beyond control, a five-year operation should see 20 million U. S. homes and an annual network gross income of $2 million or more."

Mr. Stone emphasizes that fm networking may not be as attractive financially as other broadcasting forms but he cites corporate tax considerations and publicity-promotion value to all of radio.

Four Take Over New Duties In ABC-TV Program Changes

Realignment of ABC-TV program department executives was announced Friday (Oct. 31) by the network's programming and talent vice president, Thomas W. Moore. Affected are:

John Green, now manager of ABC-TV program department, becomes network executive producer, concentrating on nighttime programming. Mr. Green was with NBC-TV prior to joining ABC-TV in June 1957. At NBC he was associate producer on *Wide Wide World* and *Home*.

Leonard Maskin, now manager of ABC-TV production services, was named to the new post of administrative manager, ABC-TV programming, specializing in cost control, business affairs and production services liaison. He joined ABC in 1952, becoming production services business manager two months ago.

John Kneeshaw, now plant services supervisor, becomes business manager of production services. Arthur Segal, most recently with the U. S. Dept. of Commerce as producer and manager of overseas trade fairs, succeeds Mr. Kneeshaw as plant services supervisor.

Face Network Menace, Hayes Tells Spot Men

Officials of the seven CBS-owned radio stations and of the seven affiliated outlets represented by CBS Radio Spot Sales were advised last week by Arthur Hull Hayes, CBS Radio president to "face up to the fact that network sales and spot sales are competing for the same advertising dollar."

Mr. Hayes' observation was made during a luncheon session of an all-day meeting in New York of station managers and sales managers of the 14 outlets represented by CBS Radio Spot Sales. He noted that the largest network advertisers once also were the largest spot advertisers, but asserted this practice "is no longer true."

The single most important element which dictates the fate of the radio advertising dollar, Mr. Hayes claimed, is the number of cities an advertiser wants to buy. He said that in 1957, almost 90% of network business was written for 200 stations, while less than 1%—".6% to be exact"—of spot business was for 200-station coverage.

Gordon F. Hayes, general manager of CBS Radio Spot Sales, who presided at the meeting, voiced the prediction that "1959 should prove to be the best year in our history." He ascribed the bright outlook next year not only to the improved economic picture but to the list of new CBS Radio Spot Sales accounts, the recent expansion of sales staffs in two cities and an incentive plan for spot sales staffers.

Other speakers included Jules Dundes, vice president in charge of station administration for CBS Radio; Edward G. O'Berst, research director of CBS Radio Spot Sales; Carroll Hansen, program coordinator, CBS-owned radio stations; George Arnold, manager of sales development for spot sales, and Fred Heywood, sales promotion manager for spot sales.

Managers of the seven CBS Radio Spot Sales offices who made reports on their area activities were: Tom Peterson, Chicago; Byron Nelson, San Francisco; Ralph Patt, Detroit; Roland McClure, Los Angeles; Gene Myers, St. Louis; Milton F. (Chick) Allison, New York, and George Swearingen, Atlanta.

To sell Indiana, you need both the 2nd and 3rd ranking markets.

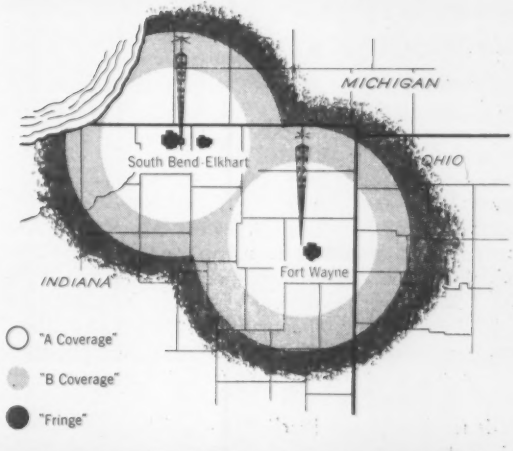
NOW ONE BUY delivers both—

AT A 10% SAVINGS!

YOU NEED TWO TO RAKE UP in Indiana!

In this area of tree-lined streets, where Saturday's child sports blue jeans, alert advertisers cover *two* major markets —Fort Wayne and South Bend - Elkhart—with *one* combination buy which saves 10%. The coverage they get is *inside* coverage—locally loyal—vocally and visually superior. Take a tight close-up on this scene: 340,000 TV homes put it ahead of the 43rd market.* 1,688,000 people make it bigger than all Colorado or Nebraska. Nearly $3 Billion E.B.I.—and it's yours with just *one* buy!

**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May 1958.*



call your **H-R** man now!

wsjv 28 SOUTH BEND ELKHART ABC

wkjg 33 FORT WAYNE NBC

THE WINDUP session of the board of delegates at the NBC-TV Affiliates annual convention in New York [AT DEADLINE, Oct. 27] elected Jack Harris (seated second l) its chairman. Mr. Harris, vice president-general manager of KPRC-TV Houston, is flanked by (l) NBC President Robert E. Kintner and (c) board chairman Robert W. Sarnoff. Seated beside Mr. Sarnoff (l to r): Harold Stuart, president of KVOO-TV Tulsa, secretary-treasurer and Edwin K. Wheeler, general manager of WWJ-TV Detroit, vice chairman (basics).

Other officers and members elected to the affiliates board (standing l to r): Harold Essex, vice president-general manager of WSJS-TV Winston-Salem, N. C., vice chairman (optionals); Harold See, general manager of KRON-TV San Francisco; Lawrence Rogers, president-general manager of WSAZ-TV Huntington, W. Va.; Joseph Bryant, president of KCBD-TV Lubbock, Tex.; Richard Dunning, president-general manager of KHQ-TV Spokane, Wash., and Robert Ferguson, executive vice president of WTRF-TV Wheeling, W. Va. Not pictured: Harold Grams, general manager of KSD-TV St. Louis, Mo.

NBC-TV Unanimously Commended In Affiliate-Passed Resolution

A resolution in which NBC-TV affiliates "unanimously" commended NBC and its leaders for the network's "record of magnificent performance" was released through NBC last week. The resolution was adopted Oct. 24 at the windup of the affiliates' annual convention [NETWORKS, Oct. 27].

In the resolution the affiliates:

"1. Congratulate the NBC television network on its record of magnificent performance, which has so strongly reasserted BC's traditional position of industry leadership, of service to the public, to the stations and to the advertisers.

"2. Commend Robert W. Sarnoff, chairman of the board of NBC, and Robert E. Kintner, president of NBC, on their strong development and direction of an organization which is strong in depth, great in outlook, and competitive in spirit; and the affiliates express their pleasure at association with this organization.

"3. Pledge their full support to the maintenance and enlargement of NBC's leadership as America's No. 1 television network."

Salant Declares Radio's Troubles May Ease Pressure on TV

The economic plight of radio networks may lead Washington into a more lenient attitude toward television networks.

That's the view of Richard S. Salant, CBS Inc. vice president, who told a meeting of general managers of CBS-owned radio stations last week that:

The regulatory powers, "unable to separate the video and audio facets of broadcasting for regulatory purposes, may be forced to adopt a liberal attitude towards network ownership and option time in order to assure radio's well-being."

Mr. Salant told the managers that "the future of American broadcasting's relationship with its government is in the hands of station people such as you . . . A solidly based relationship between you—a station manager operating locally—and your Congressman can do more to convey the broadcaster's side of the story than reams of testimony before a Senatorial committee. . . .

"You must use the same direct appeal for understanding to the hand that regulates you as you do to attract one that feeds you. No broadcaster fails to place his sales presentation before a potential advertiser. Neither can we neglect to make our story known to anyone undertaking a study of our industry. They must be told about your program schedule with its many facets of public service. It's the only way they can really know you and know your network."

Mr. Salant also cited recent FCC actions in granting unconditional license renewals to CBS Radio affiliates: "The Commission has been less generous with certain music-news operations in Georgia recently. The Commissioners' actions—in granting only temporary renewals to several 'juke-box' stations and awarding firm affirmation to the network affiliate operations—might infer great strength in the operation of CBS Radio affiliate stations."

Without referring to the source of the suggestion by name, Mr. Salant said NBC board chairman Robert W. Sarnoff's proposal to rotate coverage of political conventions and similar special events among the networks could result only in "reduced service to America's listeners and viewers. It would seem that presentation of major news events would be the last area in which a responsible network would seek to introduce economies."

(Mr. Sarnoff has said that his original proposal was misconstrued; that he felt networks should use their own news departments to cover conventions but that the tv audience would have a greater choice if all networks did not carry the same speech, for example.)

Progress Emphasized By ABC-TV, WTAE (TV)

Advances of industry and tv—specifically of ABC-TV and WTAE (TV) in Pittsburgh—were spotlighted in a special Cellomatic presentation at WTAE's studios Thursday (Oct. 30).

Attending were ABC-TV, station, business and civic officials as well as a large group of agency and advertiser executives.

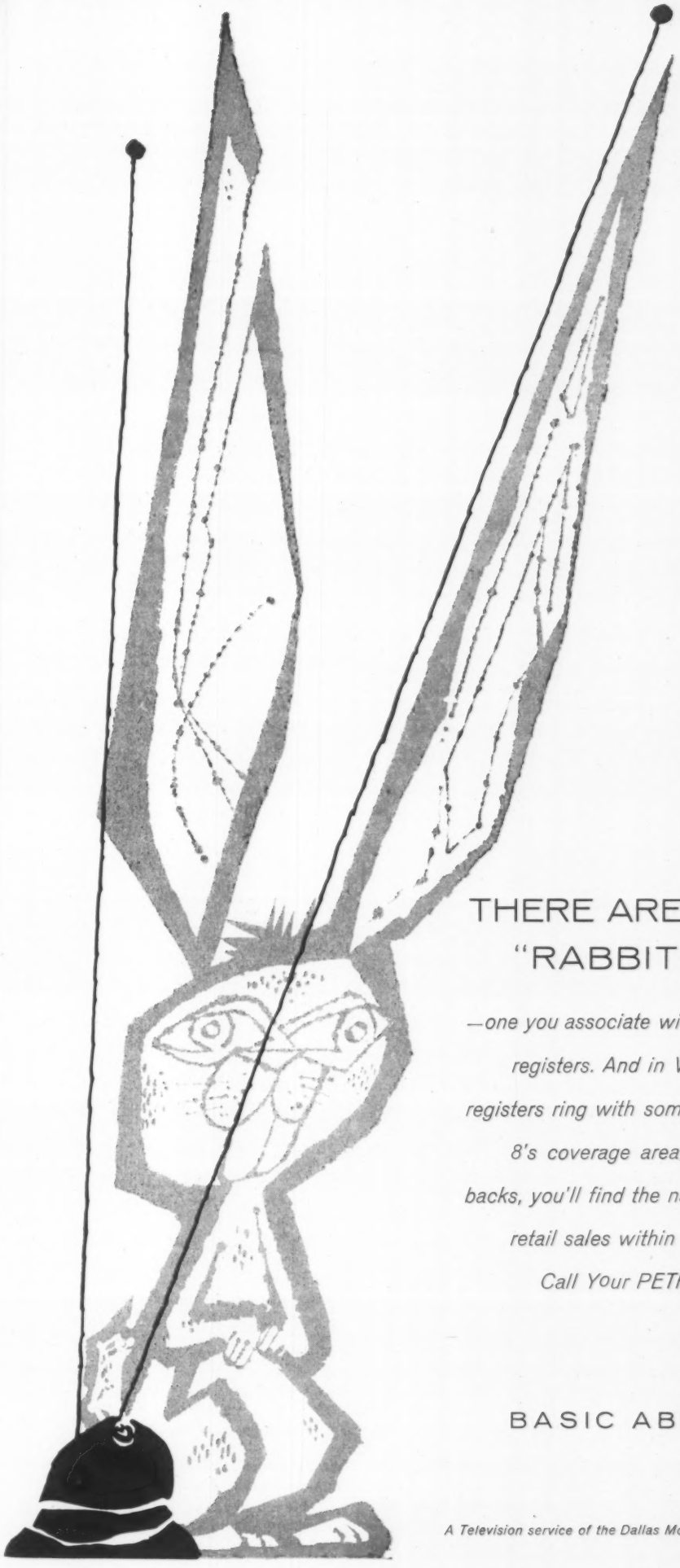
The Pittsburgh industrial boom, population rise and increase in retail sales over the past 10 years were sketched; the data setting the scene for an underscoring of tv's impact as a mass selling medium and the "stimulating force" of having at least three commercial tv stations and "full three-network programming" in the market (rated eighth in the U. S.). WTAE went on the air in mid-September as an affiliate of the network.

The ABC-TV contingent in Pittsburgh was headed by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, and included ABC-TV President Oliver Treyz; Donald W. Coyle, vice president and general sales manager, ABC-TV and the network's director of sales development, Bert Briller. WTAE executives included Leonard Kapner, executive vice president, and Franklin C. Snyder, general manager, among others.

In profiling tv as a mass sales medium, the presentation emphasized its ability to create a demand for a particular product and its use to "get across the whole corporate image," illustrating these concepts by showing commercials respectively of Alcoa and Kaiser Industries, both advertisers on ABC-TV.

The presentation also took a competitive view of tv networking, comparing rating reports (Trendex figures) of October last year with October this year, underlining ABC-TV's advances. Noted: ABC-TV in 1953 had 11¼ hours of commercial time weekly, by 1956 the total had doubled (23 hours) and in October, 1958, the figure was 45 hours. Also brought out was increased live clearance by affiliates across the nation, the boost in circulation (home-hours) and advances made in various and similar three-network tv markets. Another portion of the presentation went into comparisons on cost per thousands showing ABC-TV's claimed greater cost efficiency.

The special report also mapped ABC-TV's programming schedule on the nighttime lineup this season and its new Operation Daybreak.



THERE ARE TWO KINDS OF "RABBIT EARS" IN TEXAS

—one you associate with hasenpfeffer, the other to ring cash registers. And in WFAA-TV LAND what a merry tune those registers ring with some 638,360 TV homes in Channel 8's coverage area, based on NCS #3. As for those greenbacks, you'll find the nation's 12th MARKET in terms of retail sales within a 30-mile radius of WFAA-TV's big stick!

Call Your PETRYMAN For The Complete Story

WFAA TV

BASIC ABC STATION

CHANNEL 8, DALLAS

A Television service of the Dallas Morning News, Edward Petry and Co., National Representatives

Zenith, Admiral Earnings Gain; Motorola Net Sales in Decline

Zenith up, Motorola down—that was the gist of sales and earnings reports for the third quarter of 1958 compared with a year ago. Admiral Corp. has gone from the red of the first six months to the black in nine months. And tv set sales are on the upswing.

Admiral reported nine-months earnings of $947,254 (or 40 cents a share) compared with a deficit of $407,180 for the first half this year. It also noted a "definite and continuing upsurge in television sales during the past four months."

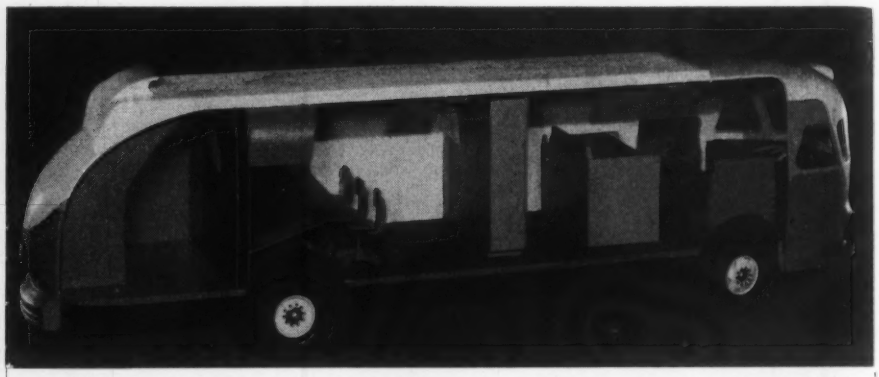
Motorola announced net sales of $52,618,421 as against $60,356,275 for comparable third quarters and of $137,162,983 compared with $166,023,034 for the first nine months of 1957. Earnings for the third quarter hit $1,739,429 against $1,940,644 that period last year and for the first nine months, $3,217,726 compared with $5,350,422 last year.

Robert W. Calvin, Motorola president, advised shareholders "the seasonal upswing" in television and radio sales had been "good," with tv sales rising in September over that month last year.

Zenith's estimated net consolidated earnings for itself and subsidiaries of $6,537,561 for the nine months ended Sept. 30, compared with $4,885,301 for that period last year. Net consolidated earnings for the recent quarter totaled $3,547,877 as against $2,487,164 last year. It reported consolidated sales of $128,119,289 for nine months (compared with $111,134,234 in 1957) and of $53,648,783 for the recent quarter (last year's: $44,648,062). Unit factory shipments of tv receivers for the nine months were reported 17% ahead of last year.

War Declared on Tv Repair Fraud

Formation of a committee to make recommendations for eliminating fraud in repair charges was agreed upon last week at a conference called by New York State Attorney General Louis J. Lefkowitz. The meeting was attended by 100 spokesmen for manufacturers, distributors and repair services, who in turn condemned each other and the public for the existence of fraudulent practices, it was reported. Repair men urged that the state issue a license to qualified workers only.



AMPEX CORP. of Redwood City, Calif., is developing a self-contained VR-1000 videotape recorder mobile unit. In the scale model above the recorder console faces seats behind the driver's position; behind it are equipment racks and, over rear wheels, control panels, monitors and other equipment. Generator, air conditioning and storage bins are carried in the rear compartment. Variations of the design also are being considered.

Sylvania Slim Tube Development Described at IRE Meet by Burdick

Methods whereby Sylvania Electric Products Inc. has achieved short neck tubes which retain picture quality and entail no significant increase in the cost of either tube or receiver, were described last week in a paper read at the radio fall meeting of the Institute of Radio Engineers, Rochester, N. Y. The paper was delivered by its author, Glen A. Burdick, of Sylvania's picture tube general engineering laboratory at Seneca Falls, N. Y.

Shorter front-to-back picture tubes have been necessitated by the trend in television receiver design toward shallower cabinets, Mr. Burdick explained. He described the development of a new short electron gun which is located closer to the deflection yoke than previous types and which is capable of operation at standard voltages with equal resolution at all beam currents.

Two New Consumer Units at RCA

Two new units have been created in RCA's consumer products organization, it was announced last week. One, the Television and Radio Victrola Production Unit, will be managed by Warren E. Albright, general plant manager of RCA Victor Television Div., since 1954. This unit will have responsibility for purchasing, production and material control, production administration, and manufacturing at RCA Victor's six plants. The second unit, Consumer Products Administrative Services, will be headed by P. W. Hofmann, previously controller, RCA Electron Tube Div., Harrison, N. J. Mr. Hofmann's unit will handle finance, personnel and quality control.

New Headset Amplifier by Daven

An improved interphone amplifier for headphones worn by tv studio technical personnel was announced last week by the Daven Co., Livingston, N. J. The transistorized amplifier is designed to replace the Western Electric Type 101 induction coils in studio interphone systems, Daven said, and allows up to 32 stations to be used on the same line instead of the six units normally considered the limit with induction coil units. Daven also claimed the new amplifier provides a gain of up to 20 db in received sound level and the side-tone (level of the speaker's voice in his own earphone) is held at a fixed ratio below received signal level regardless of the number of stations connected.

MANUFACTURING SHORTS

Ampex Corp., Redwood City, Calif., announces shipment of two videotape recorders to NBC-TV, N. Y., and to CBS-TV, New York and Hollywood, and single VTR's to KTVU (TV) San Francisco, WJAR-TV Providence, R. I., WCCO-TV Minneapolis, KCRA-TV Sacramento, Calif., KTLA (TV) Los Angeles, WPIX (TV) New York and two VTR's to Telesistema de Mexico, Mexico City.

RCA announces establishment of east central industrial sales office for its electron tube division with headquarters in Detroit. David J. Lovcik, field engineer in Chicago sales office since 1956, will be resident field engineer of newly-created office.

Westinghouse television-radio division announces introduction at retail stores of portable clock-radio that operates on transistors and batteries, with use of no tubes or cord. It will retail for $75.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT
COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

Newspapers Are Missing Boat By Not Using Radio-Tv—Zeisler

The power of radio-tv to promote the printed word is being overlooked by newspapers and magazines, Karl F. Zeisler, associate professor of journalism at the U. of Michigan, declares in the current edition of *The American Editor.*

In advocating that "all the mass media take full advantage of one another," Mr. Zeisler, former managing editor of the *Monroe* (Mich.) *Evening News,* asks, "If you watched tv or listened to radio . . . would you get any hint that newspapers, magazines or books have exciting . . . vital information to impart? Is there any better way for the American Newspaper Publishers Assn., American Society of Newspaper Editors, the local paper to plug newspapers . . . than on tv? Why . . . does the medium of print stubbornly shut its eyes and ears to this competing medium?"

Mr. Zeisler finds from talking with managers of small radio-tv stations and local newspaper publishers that newspapers suffer for " a brief loss of advertising when a new . . . station penetrates their territory, but after the novelty wears off the storekeepers go back to newspaper advertising as well as . . . on the air waves."

Engineers Set Up Scholarship

The Assn. of Federal Communications Consulting Engineers has announced the establishment of an annual $520 scholarship at George Washington U. in Washington. The scholarship will be awarded to "a student pursuing a course of study leading toward a Bachelor of Electrical Engineering degree who intends to major in communications." Application for the scholarship is through the GW scholarship committee, according to David L. Steel Sr. of the AFCCE.

20,000 Auditors in 'Classroom'

Syllabuses for NBC-TV's *Continental Classroom* course in college-level atomic age physics (Mon.-Fri. 6:30-7 a.m.) have been ordered by 20,000 interested viewers, not enrolled for credit, the network reported last week. The outlines cost 50 cents. The program is carried by 141 stations, with 234 colleges in the country offering it for credit. Enrollment figures will be announced shortly by NBC.

EDUCATION SHORTS

Mohawk-Hudson Council on Educational Television in cooperation with **New York State Education Dept.** is presenting course in basic Russian over WTRI (TV) Albany every Monday, Wednesday and Friday for next two school years.

WJBK-TV Detroit has begun telecast of two Wayne U. courses, *Humanities Survey* and *The Contemporary Novel,* in 7-7:30 a.m. slot. Both will be offered for full university credit. WJBK-TV programmed U. of Detroit course last January, reportedly becoming first commercial station in Michigan and second commercial tv station in country to offer regular college course for full university credit.

SEPTEMBER, 1958, PULSE SAYS:

KLZ-RADIO HAS AS MANY FIRST-RATED PERIODS AS ALL OTHER DENVER STATIONS COMBINED!

ALL WEEK LONG!

The secret is showmanship — and KLZ showmanship means salesmanship for your products.

CALL YOUR KATZ MAN OR LEE FONDREN, DENVER

DENVER'S PERSONALITY STATION

KLZ RADIO 560 Kc

CBS for the Rocky Mountain Area

Storz Sets D.J. Meeting Date, States Interest in New Station

The second annual Pop Music Disc Jockey Convention and Seminar will be held in Miami Beach, May 29-31. Plans were finalized at a meeting of Storz stations executives at Chicago's Ambassador East Hotel the week-end before last. Chain President Todd Storz presided.

Addition of a sixth station as soon as possible was discussed. The stations' immunity to the recent recession was asserted by Mr. Storz who announced that the group is well ahead of last year's figures. It was decided to expand the program *Nite Beat Multi-Phone*, a three-hour nightly presentation on which listeners may express their views. Now on WDGY Minneapolis, WHB Kansas City and WQAM Miami, the program will be inaugurated on WTIX New Orleans and newly-acquired KOMA Oklahoma City.

Conferees included Jack Thayer, general manager, WDGY; George W. Armstrong, executive vice president-general manager, WHB; Jack Sandler, general manager, WQAM Miami; Bill Stewart, national director of programming; Robert Tilton, national director of engineering; Herbert S. Dolgoff, general counsel, and Jack Sampson, sales manager, WHB.

Meeting in Nashville Slated

Over 2,500 disc jockeys and delegates from the music publishing and recording industries are expected at the seventh annual Country & Western Disc Jockey Festival to be held Nov. 21-22 under sponsorship of WSM Nashville. Matthew J. Culligan, NBC Radio executive vice president, will be the main broadcasting speaker, according to Bob Cooper, WSM general manager. The Nashville festival will celebrate the 33rd anniversary and 1,000th commercial broadcast of WSM's *Grand Ole Opry*. Western and country music has become a $50 million business.

WICE Endorsements of Candidates Lauded by Chosen and Unchosen

WICE Providence, R. I., delivered a series of eight editorials, Oct. 20-28, endorsing candidates for national, state and local office competing in the Nov. 4 elections. Six Democrats and three Republicans were supported. Opponents of the endorsed candidates were offered equal time for rebuttal, which all of them accepted.

According to John F. Crohan, WICE vice president and general manager, those candidates accepting the equal time offer must broadcast in person; then, the endorsed candidate is permitted a subsequent appearance; with a final air appearance permitted for any authorized spokesman for the unendorsed office seeker.

The station has received favorable comments from the endorsed and the unendorsed. Sen. John O. Pastore, who received WICE support for re-election, commended WICE "for establishing the fact that radio can be a mind as well as a medium for the transmission of news and views. Nothing could be more important to the citizenry than a discussion of the qualifications of those who seek to serve them in government." Republican Bayard Ewing, who is running against Sen. Pastore, stated in a letter to the station, "It is interesting and stimulating to find that a radio station such as yours recognizes its public responsibility in the field of politics. I congratulate your management on the policy of leadership which you have adopted."

WICE reports that unendorsed candidates are continuing their paid-for political time without interruption and there have been no complaints so far from advertisers on the aid.

Meanwhile, WMCA New York also plunged into the political editorial arena. It was announced that WMCA President Nathan Straus on Friday (Oct. 31) and Sunday (Nov. 2) broadcast the station's first political endorsement editorial in behalf of the state Democratic slate for Gov. Averell Harriman and for Lieutenant Governor George B. De Luca, for U. S. Senator, Frank S. Hogan and for State Comptroller, Arthur Levitt. Mr. Straus endorsed Liberal Party candidate Edward Goodell for the state attorney general's office.

TURNABOUT ON TIME

WSM Nashville this year finds itself in the quantity timebuying business—on an opposition station, WSIX Nashville. And its popular Saturday night program, *Grand Ole Opry*, is the reason. WSM had commitments to carry the Nashville American Assn. basketball games during the summer and this fall has contracts to carry 12 Vanderbilt U. basketball and three football games. Therefore, whenever a game occurred during the time *Opry* was scheduled, WSM has had to buy time on WSIX. WSM estimates that by the end of the year it will have bought 115 hours on WSIX. Bob Cooper, station manager, reports he would not consider asking long-time sponsors of *Opry* to relinquish their time. He knows they wouldn't.

WANTED

Used or New

RCA OR AMPEX

VIDEO TAPE RECORDER

for immediate delivery

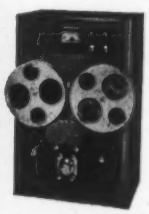
Write or wire sales price and availability

BOX 532 G BROADCASTING

the new AUTOMATIC

MODEL S-7

MAGNETIC FILM RECORDING/DUBBING SYSTEM



A completely transistorized, automatic operating magnetic film and optical sound system for professional heavy-duty use. Supreme quality at low cost. Write for particulars.

STANCIL-HOFFMAN

921 N. Highland Ave., Hollywood 38, Calif.
Export: Frazar & Hansen Ltd.

DATELINES

Newsworthy News Coverage by Radio and Tv

DAVENPORT—Judge Merrit Sutton of Scott County (Iowa) District Court allowed Jim Watt, news director, KSTT Davenport, to record court proceedings during the sentencing of killer LaVern Zaehringer. The proceedings, taped on a miniature transistor recorder, were aired within 15 minutes of taking place.

SAN DIEGO—A picture of a burglar, taken while stealing from a hotel room, was identified within a half-hour after being shown over KFMB-TV San Diego. Police rigged up a camera in a room at the hotel where the thief was operating. When he reached into a jacket the camera took the shot that was recognized by an alert KFMB-TV viewer.

DETROIT—A sales call by John Pival, vice president of WXYZ Detroit, on Herbert Epstein, vice president, Pfeiffer Brewing Co., Oct. 24, was interrupted by a telephone call from Mrs. Epstein. She called to tell her husband that an RAF Vulcan jet bomber had crashed a few blocks from their home. Mr. Pival immediately dialed the WXYZ newsroom which, in turn, got information about the accident. The ch. 7 outlet claims it broadcast a bulletin of the crash minutes ahead of any other news report—and Mr. Pival got his order from the brewing company.

LINCOLN—Complete coverage of the Carol Fugate murder trial is the aim of KOLN-TV Lincoln, Neb. As well as reporters and cameras in the courthouse, KOLN-TV shows sketches of courtroom scenes by its staff artist.

New Offices, Studios for KMOX Marks First By CBS in 20 years

For the first time in 20 years CBS is constructing a building to exclusively accommodate one of its radio outlets, Robert Hyland, general manager of KMOX St. Louis, announced Oct. 29.

Work is scheduled to begin shortly on the new KMOX studio and office plant. Plans for the two-story structure call for three studios and control rooms equipped for stereophonic broadcasting and recording. The building is expected to be ready next summer. It is estimated the new establishment will cost in the neighborhood of $750,000, including technical equipment.

Meanwhile, CBS' St. Louis tv station has added a mobile transmitter unit, now in operation at KMOX-TV St. Louis. The station spent $100,000 to build the 30-ft.-long unit, including facilities for five cameras, two turntables, four incoming remote lines, a tape recorder and an audio console equipped to handle 14 microphones. A camera platform on the vehicle's roof is used for the microwave transmitter.

Chicago Fms Discuss Organizing

Representatives of Chicago's dozen-plus fm stations met in that city Oct. 24 to discuss the possibility of a new Fm Assn. and will hold another session within the next week. Station operators agreed that the best way to promulgate fm interests would be to promote fm advertising to agencies listening to the public. They also felt another meeting is necessary before fm operations confer with Foote, Cone & Belding about a possible station-subsidized survey of the fm segment of broadcasting.

WHAS Crusades for Children

This year's "Crusade for Children," conducted annually by WHAS-AM-TV Louisville, is expected to bring in $170,000, Victor A. Sholis, vice president, WHAS Inc., reports. When the 16½-hour simulcast ended Sept. 21, $137,766 had been contributed or pledged. The funds are allocated to Kentucky and southern Indiana handicapped children's agencies. Nearly $610,000 has been collected in four previous WHAS campaigns.

Kavaleer to WNTA-AM-FM Mgr.; Nelson Reassigned to Parent Firm

A group of staff promotions and reassignments, highlighted by the appointment of Sydney Kavaleer as station manager of WNTA-AM-FM Newark, was announced last week by Gerald O. Kaye, president and general manager of WNTA-AM-FM-TV. Mr. Kavaleer, formerly sales manager of WNTA-TV, assumes the responsibilities being relinquished by Ray Nelson, who has returned to the parent company, National Telefilm Assoc., New York, in a general executive capacity.

Other appointments include those of David Pollinger, formerly sales manager of WNTA-AM-FM, who has been named general manager of NTA Spot Sales, representing WNTA-TV and KMSP-TV Minneapolis-St. Paul; Paul O'Brien, previously with NTA Spot Sales, who joins WNTA-TV as sales manager; Joseph Morris, legal counsel to NTA stations, who takes on added duties as business manager for WNTA-AM-TV, and Barbara Wilkens, previously publicity manager for ABC Films Inc., who has been appointed publicity-promotion director for WNTA-AM-TV. Meanwhile, WNTA-TV has advanced sign-on time one hour for a 1 p.m. EST start on weekdays.

WPIX (TV) Sales Increase 30.2%

WPIX (TV) New York's October business has passed October 1957 by 30.2% with month still going, John A. Patterson, station's sales manager, has announced. He said new billings of $3 million to date this year come 97% from national advertisers. WPIX has revamped its format into "block nights" of comedy, drama, mystery etc., using 70 different syndicated half-hour packages.

"GIRAFFE," the long-necked remote unit of WHLM Bloomsburg, Pa., has everything. Made out of a surplus Army half-track, Giraffe has a complete broadcasting unit with its own generator and a triangular aerial. The front turret is motorized for picture-taking and it's so high up that the staff can cover sports events without going inside the park. Monitor receivers are beamed to state police and civil defense frequencies.

A two-way radio connection is maintained with the WHLM studios for coverage of disaster areas. Giraffe carries its own soup kitchen, refrigerated food supplies, medical needs and a gas-heating unit large enough for a small home. WHLM is one of the Vic Diehm Radio Group. Harry L. Magee, head of Magee Carpet Co. and owner of WHLM-AM-FM, has rebuilt three half-tracks for community service but Giraffe is dedicated to broadcast functions.

WOL Officially Rejoins Mutual; 'Good Music' Underway at WGMS

On Saturday (Nov. 1) WOL Washington was officially re-affiliated with Mutual and that network's former Washington affiliate, WGMS, returned to a "good music" format [NETWORKS, Oct. 20].

Earlier in the week (Oct. 28) Mutual began broadcasting from its new Sheraton Park Hotel studios in Washington. On hand for the occasion were MBS President Alexander L. Guterma and board chairman Hal Roach Jr. The new facilities were rushed to completion to be ready for the Nov. 4 elections.

Throughout the week WGMS advised its listeners to tune in WOL for Mutual news broadcasts in the future. Its new schedule has been designed to include complete symphonies and concertos without interruption as well as shorter works, some of the music to be live. WGMS is promoting the new format through gratis issuance of its November program guide. The *Guide to Good Listening* lists the month's selections by day and hour, and includes an index to composers and a calendar of Washington music events.

Look who's advertising on TV now!

Local businessmen—most of whom never could afford spot commercials until the advent of Ampex Videotape* Recording. For Videotape cuts production costs to ribbons—brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*T.M. AMPEX CORP.

One-man crusade to keep 'em laughing on Madison Ave. (and buying everywhere)

On Madison Ave. one busy day, the routine of Blair-Tv headquarters was interrupted by the entrance of a medium-built, stocky fellow, his teeth clenching an unlit cigar and features all but obscured by an oversize football helmet. He wore sandwich boards lettered: "Why Fordham Quit Football."

It was Bill Vernon.

"People who sell or buy time are human," says William S. Vernon, 33-year-old Blair-Tv account executive. "We need a chuckle now and then."

Mr. Vernon is the fellow who entered a timebuyer's office with violin and case, played atrociously and vowed he would stop only when he received the order. He got it.

Mr. Vernon's thoroughness defies description. About three years ago—he's been with Blair-Tv nearly six—the Vernon idea bulb brightened on a full stomach at a Chinese restaurant near his Jamaica (N. Y.) home. The dessert—fortune cookies—was being served. Quick discussion with people in the kitchen sealed the idea and he ordered a batch of specially-baked cookies for which he provided printed inserts.

For a month afterward when lunching with a timebuyer, Mr. Vernon would arrange in advance for the restaurant (Chinese or otherwise) to receive a supply of a half dozen or so cookies containing the Vernon inserts. The meal over, the waiter would place the cookie plate on the table saying, "compliments of the house."

The inserts were a take off on Confucius says. Said one: "Bill Vernon says—Any time you're feeling blue, cancel the others but not me too," or, "Bill Vernon says—To hell with Pulse and ARB, don't listen to them, listen to me."

AT PEAK of trading stamp excitement, Bill Vernon, Blair-Tv salesman, made up some of his own. He mailed samples of "Vernon Value Stamps" and stamp books to his agency prospects. To those who filled their books with stamps, which they acquired by ordering time on Blair-Tv stations, merchandise prizes were offered. Among the prizes: a 1957 Cadillac hubcap, a lip reading course at the American Institute of Business Espionage, and a $2 gift certificate for dental work to be done by "a dentist of your choice."

Last December, Mr. Vernon decided to send seasons greetings to all his friends while marking his fifth anniversary with the Blair firm. To do it he decided to use the broadcast advertising medium, turned to fm—WBAI-FM—and labeled his program the *Bill Vernon Hour*. He went through standard buying procedure, appointing Kenyon & Eckhardt his agency (Bill King, account supervisor, was his account man, and Phil Kenney, associate media director, placed the time). Cost was $36, card rate, with $5.40 commission to K & E.

The program was extraordinary. Mr. Vernon, introduced as the sponsor, proceeded at once to apologize to listeners for what they "might hear" and they were told, "Don't hold this against the station." A Blair traffic girl's voice then came in with the whisper of the *Monitor* weather girl, naming Blair Tv representations: "In Philadelphia, the city of brotherly love, they all watch WFIL-TV"; "In Los Angeles, they're all wild about that good lookin' KTTV."

Skits satirized rating and broadcast campaigns. Hank Sylvern on organ and piano rendered a sequence called "Music to Buy By"—songs included "Time on My Hands," "My Time Is Your Time," "As Time Goes By" and "Any Old Time."

These events seemed but warmups for Mr. Vernon's latest. In July, Mr. Vernon, who covers D-F-S among other agencies as his prime responsibility, was apprised that Glenn Wilmoth, a media executive at the agency, was transferred from San Francisco back to the agency's headquarters at 347 Madison Ave., next to the Roosevelt Hotel.

Mr. Vernon, again with prior preparation, checked into the Roosevelt one lunchtime wth his secretary, Lois Doxie.

A wire preceded them to the effect that Mr. and "Mrs." Vernon (he is married, by the way, and has three children) wanted to "relive" their honeymoon in New York of six years ago; wanted the same room and specified its number. They were shown to the room opposite the windows of the D-F-S media department. Up went a huge sign in Mr. and "Mrs." Vernon's window reading, "Welcome Back Glenn."

Mr. Vernon started his off-beat approach while on the WABD (TV) New York sales staff and indeed before he joined it.

Some people accuse Bill Vernon of using a gimmick to get his job at WABD. This he denies, explaining straight-faced that all he did was to get Bob Austin, sales promotion supervisor of the International Harvester Co.. to send to Tom Gallery, then the hiring executive and now with NBC sports, a model of an International delivery truck scaled to size. The doors opening at the back gave just enough room for a hand to slip in. Inside was a letter from Mr. Vernon presenting some background and recommending himself for the job.

One taping worth ten rehearsals

Mr. Robert Reed, Program Manager WOAI-TV, San Antonio

"Weathergirl 'Twila' was a novice in television. We Videotaped* her rehearsals and let her watch herself in action. She learned camera technique amazingly fast, thanks to Videotape."

AMPEX CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WJBW NEW ORLEANS, LA. • Sold to Radio New Orleans Inc. by Louise C. Carlson Inc. for $175,000. Purchasers: Sherwood Tarlow (51%), who has majority interest in WARE Ware and WHIL Medford, both Massachusetts, and WWOK Charlotte, N. C., and minority interest in WLOB Portland, Me., and WHYE Roanoke, Va.; Joseph Kruger (24%), who has minority interest in WARE, WHIL, WHYE and WWOK, and Allan W. Roberts, who has minority interest in WWOK. WJBW is on 1230 kc with 250 w.

KRES ST. JOSEPH, MO. • Sold to Macray Radio and Television by George W. Marti and Tee Casper for $135,000. Macray Radio and Television is owned by Jock MacGregor, for ten years a producer with NBC and MBS, and Raymond J. Cheney, presently an officer of WMIX Mt. Vernon, Ill. The sale was handled by Hamilton, Stubblefield, Twining & Assoc. KRES is on 1550 kc with 5 kw, directional antenna night.

KSWA GRAHAM, TEX. • Sold to Burney B. Jones and Neil J. Gilligan Jr. by Webb Enterprises for $75,000. Mr. Jones was formerly co-owner and general manager of KVOZ Laredo, Tex., and Mr. Gilligan was the station's commercial manager. The sale was handled by Hamilton, Stubblefield, Twining & Assoc. KSWA is on 1330 kc with 500 w, day.

KWRW GUTHRIE, OKLA. • Sold to Farrell M. Brooks and Norma Sue Brooks by Weldon Sledge for $46,000. The sale was handled by Patt McDonald, Austin, Tex. KWRW is on 1490 kc with 100 w.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 109.*

WINN LOUISVILLE, KY. • Sold to WBC Inc., of which former part owner Glen A. Harmon is president, for $266,500 by Kentucky Broadcasting Corp. WINN is on 1340 kc with 250w.

KRAM LAS VAGAS, NEV. • Sold to KRAM Inc. (Larry Buskett, president) for $250,000, plus other arrangements including assignor stockholders to be employed as consultants for five years at total salary of $25,000, by Drake Motel Corp. Two KRAM Inc. stockholders own KIST Santa Barbara, Calif. KRAM is on 920 kc with 1 kw, day, 500 w, night, directional antenna night.

WBRY WATERBURY, CONN. • Sold to WBRY Broadcasting Corp. (James B. Lee, president, and Sol Robinson, a director, have interests in WLAD Danbury) by American-Republican Inc. for $157,000. By letter, the Commission denied a request by WOV New York officer Ralph N. Weil for a hearing. Comr. Robert Bartley dissented. WBRY is on 1590 kc with 5 kw, directional antenna same pattern day and night, and is affiliated with CBS.

KFGO FARGO, N. D. • Sold to North Dakota Broadcasting Co. by Northern States Broadcasting Co. for $150,000. North Dakota Broadcasting is 56% owned by Jamestown Broadcasting Co: KXMC-TV Minot, KXJB-TV Valley City and KBMB-TV Bismarck, all North Dakota, and KXAB-TV Aberdeen, S. D. KFGO is on 790 kc with 5 kw, directional antenna night and is affiliated with ABC.

KUSN ST. JOSEPH, MO. • Sold to Charles H. Norman by W. N. Schnepp and others for $90,000. Comr. Robert Bartley dissented. In a statement, he declared: "In light of the transferors' representation that they now find it 'impracticable to continue the operation of this particular broadcast facility under the existing corporate and management structure,' and in view of the fact that the station was purchased by them in January 1958 for $50,000 and is now being sold for $90,000, I would make further inquiry with a view to determining whether revocation or consent to transfer would better serve the public interest." KUSN is on 1270 operating kc with 1 kw, day.

KAUS, KMMT (TV) AUSTIN, MINN. • Sold to Black Hawk Broadcasting Co. (KWWL-AM-TV Waterloo, Iowa) by Martin Bustad and others for $41,000. KAUS is on 1480 kc with 1 kw and is affiliated with MBS. KMMT (TV) is on ch. 6 and is affiliated with ABC-TV.

CREW AT HELM

On the premise that "12 heads are better than one," WAQE Baltimore has turned general operations and policy-making over to its staffers.

The idea to give employes a major say in running the station was engendered in a conversation between WAQE Manager Bob Howard and salesman Bob Bailey. It was decided to hold monthly meetings at which staffers would propose motions and vote on how to run the station.

As well as Messrs. Howard and Bailey, WAQE employes are George Vanden Brink and Bob King, salesmen; Ray Stevens, John Michels, Bill Kay and Dennis Hill, announcers; George Klimes, engineer; Charles Peiffer, Roz Estrin and Helene Robb, office personnel.

NORTHWEST

A prosperous Northwest market full timer. Well established and an excellent facility. Price includes net quick assets. 29% down. Balance over five years. **$125,000**

TEXAS

A Texas daytimer with good signal. This very attractive facility with a good reputation is well established. Terms can be arranged. **$80,000**

MIDWEST

A Midwest regional fulltimer. Excellent frequency. Includes considerable real estate and sizeable net quick assets. $60,000 down. **$200,000**

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

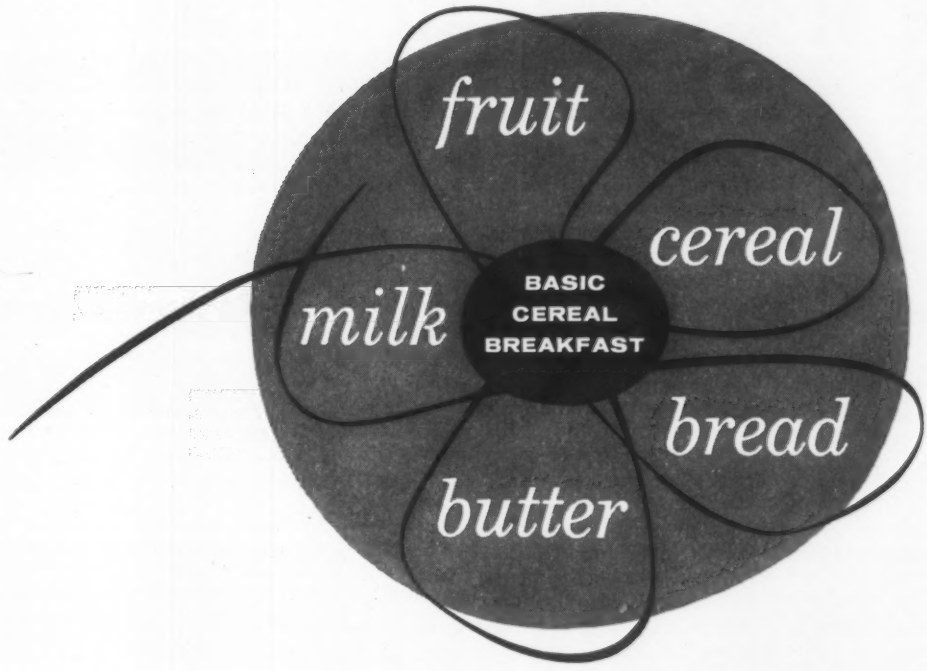
RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



this moderately *low-fat* breakfast is a well-balanced meal

When a moderate reduction of the fat calories is to be recommended in the morning meal, the basic cereal and milk breakfast merits your consideration because it is moderately low fat and contributes well-balanced nourishment as shown in the table below.

The Iowa Medical College Breakfast Studies demonstrated that this basic cereal and milk breakfast, contributing about 20 gm. high quality protein, provided quick and lasting energy during the early and late morning hours and maintained mental and physical efficiency.

basic cereal breakfast pattern

Orange juice, fresh, ½ cup,
Cereal, dry weight, 1 oz.,
with whole milk, ½ cup, and sugar, 1 tsp.,
Bread, white, 2 slices, with butter, 1 tsp.,
Milk, nonfat (skim), 1 cup,
black coffee

Nutritive value of basic cereal breakfast pattern

CALORIES	502	VITAMIN A	600 I.U.
PROTEIN	20.5 gm.	THIAMINE	0.46 mg.
FAT	11.6 gm.	RIBOFLAVIN	0.80 mg.
CARBOHYDRATE	80.7 gm.	NIACIN	3.0 mg.
CALCIUM	0.532 gm.	ASCORBIC ACID	65.5 mg.
IRON	2.7 mg.	CHOLESTEROL	32.9 mg.

Note: To further reduce fat and cholesterol use skim milk on cereal which reduces Fat Total to 7.0 gm. and Cholesterol Total to 16.8 mg. Preserves or honey as spread further reduces Fat and Cholesterol.

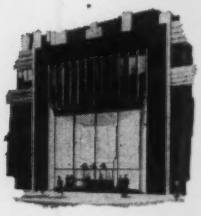
Bowes, A. deP., and Church, C. F.: Food Values of Portions Commonly Used. 8th ed. Philadelphia: A. deP. Bowes, 1956.
Cereal Institute, Inc.: The Nutritional Contribution of Breakfast Cereals. Chicago: Cereal Institute, Inc., 1956.
Hayes, O. B., and Rose, G. K.: Supplementary Food Composition Table. J. Am. Dietet. A. 33:26, 1957.
Cereal Institute, Inc.: A Summary of the Iowa Breakfast Studies. Chicago: Cereal Institute, Inc., 1957.

CEREAL INSTITUTE, INC. 135 South LaSalle Street, Chicago 3
A research and educational endeavor devoted to the betterment of national nutrition

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.

COMMUNICATIONS CENTER
OF THE WORLD
the new
444
MADISON
BLOCKFRONT: 49th to 50th STS.



3900 SQ. FT.
TOWER FLOOR
OFFICES AVAILABLE

Unsurpassed panoramic view from Madison Avenue's tallest building. Windows on all four sides. Completely modern, air conditioned. Present tenants include leaders in the world of industry, commerce, publishing, advertising, broadcasting and foreign affairs.
for information: Ed Rindfleisch, MU 5-7000

Australia Grants 10 Tv Outlets; Six to be Commercial Operations

Government licenses have been issued in Australia for six commercial tv stations and four government-owned, non-commercial tv outlets, it was reported last week by Charles Michelson, U. S. representative and buying agency for foreign tv stations.

Call letters have not yet been assigned to the outlets, which are scheduled to go on the air during 1959. The stations are owned primarily by newspaper interests in the community in which they will operate. Licenses have been issued for two commercial outlets and one non-commercial station each in Brisbane and Adelaide and one commercial and one non-commercial outlet each in Perth and Hobart. Mr. Michelson noted there are currently two commercial tv stations and one non-commercial tv outlet each in Sydney and Melbourne.

Mr. Michelson represents TCN Sydney and HSV Melbourne and has been appointed to serve in a similar capacity for one of the commercial outlets in both Brisbane and Adelaide. He said he was in the midst of of a "buying spree" of film product for the newly-licensed outlets.

Canadian Firm to Count Viewers By Photographing Home Audience

A new television audience measuring device has been developed in Canada to record who is watching tv at any given time. Developed by International Surveys Ltd., Montreal, at a cost of $10,000 to date, the new survey tool is called a "Telerator." It not only measures the times during which a tv set is used in the home, but films an image of viewers and what they are doing.

The film is not photographically clear enough to distinguish facial expressions, but shows whether the audience is composed of children, men or women and whether they are looking at the tv set or doing something else while within range of the tv receiver.

Paul Haynes, president of International Surveys, anticipates installing the "Telerator" first in the Montreal area, later in other Canadian cities. He anticipates it will cost the industry $600,000 annually to get full Canadian coverage.

Timebuying Tough in Yugoslavia, Says WKY Guest From Belgrade

Radio timebuyers who have a tough job clearing morning and afternoon spots will sympathize with their counterparts in Yugoslavia; for Radio Belgrade compresses all its commercial time into two half-hour periods each day.

This is one of the observations by Ilija Antonijevic, Radio Belgrade's foreign relations officer, who is studying operations at WKY Oklahoma City. In spite of the brevity of the Yugoslav station's commercials (aired between 6:30-7 a.m. and 5-5:30 p.m.) Mr. Antonijevic reports there is a waiting list of sponsors.

With revenue from the commercials, government subsidies and a monthly 50 cent set tax, Radio Belgrade operates stations in each province in Yugoslavia, employs 900 staffers and supports five orchestras.

POPULAR PIRATE

Radio Mercur is getting around Denmark's "no commercial radio" rule by cruising its transmitter outside the country's three-mile shore limit in a small ship.

Despite protests and diplomatic moves, the Swiss group which owns the station continues to sell time, record programs in a Copenhagen studio and send them to the ship for broadcasting. Mercur's commercial programs are popular with the Danes and the station reportedly is constantly sold out.

Mr. Antonijevic is one of a series of foreign broadcasters visiting WKY through the Governmental Affairs Institute, Washington.

Agency Group Elects Longmore

D. E. Longmore, president of McKim Adv. Ltd., Toronto, was elected president of the Canadian Assn. of Advertising Agencies at the annual convention at Niagara Falls, Ont., Oct. 21-22. He succeeds Elton Johnson, chairman of Stanfield, Johnson & Hill Ltd., Toronto. Palmer Hayhurst, president of F. H. Hayhurst Adv. Co., Toronto, and W. H. Reid, president of Spitzer & Mills Ltd., Toronto, were elected vice-presidents. Warren Reynolds, president of E. W. Reynolds Adv. Ltd., Toronto, was elected secretary-treasurer.

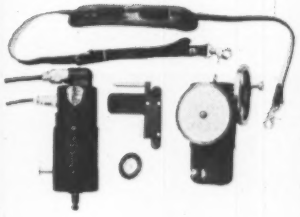
INTERNATIONAL SHORTS

CFBC St. John, N. B., has appointed Radio Representatives Ltd., Toronto, Ont.

CFCF Montreal, Que., appoints McKim Adv. Ltd. to handle station advertising. CFCF celebrates its 40th anniversary this year.

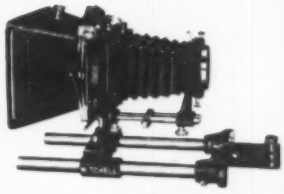
O'Brien Adv. Ltd., Vancouver, B. C., will open office at Toronto this fall, with George F. Sayers, manager of Ottawa, Ont., branch, likely as manager.

In the Radio-TV Publishing Field
only BROADCASTING is a
member of Audit Bureau of
Circulations and Associated Business
Publications

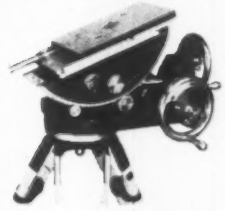


REMOTE CONTROL UNIT

FOLLOW FOCUS ATTACHMENT



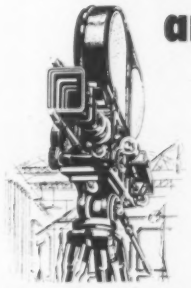
MATTE BOX AND SUNSHADE



2 SPEED GEAR HEAD

FRICTION TILTHEAD AND TRIPOD

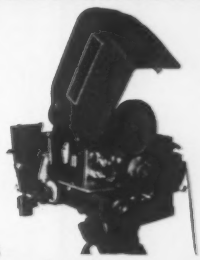
Mitchell Professional Accessories extend 16mm and 35mm camera use



No other camera today films with trouble-free *professional perfection* such a wide range of requirements. A Mitchell, equipped with specially designed professional Mitchell accessories, has virtually unlimited ability and versatility of use.

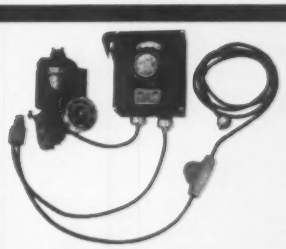
Among many accessories available for 16 mm and 35 mm Mitchell Cameras

LENSES AND LENS MOUNTS



BLIMPS

VIEW FINDERS



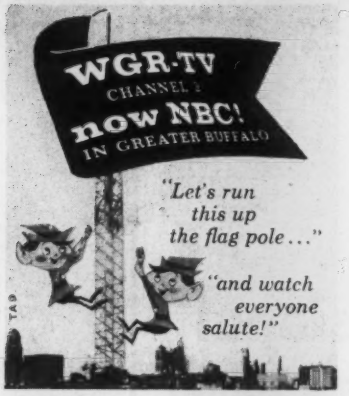
HIGH SPEED AND VARIABLE SPEED MOTORS

Many other Mitchell accessories also available...

Write today on your letterhead for information on Mitchell 16mm or 35mm cameras and accessories.

Mitchell Camera
CORPORATION
666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA
Cable Address: "MITCAMCO"

***85% of Professional Motion Pictures Shown Throughout The World Are Filmed with Mitchell Cameras**



America's No. 1 Network, NBC, and Buffalo's No. 1 station, WGR-TV, have joined forces to offer advertisers and viewers the best in TV in the nation's 14th market.

● **Top NBC-TV Network Programming**
. . . A huge, untapped audience will now see, for the first time, Dinah Shore, Perry Como, Bob Hope, Milton Berle, and many others. Also available are NBC color, NBC specials, NBC public service . . . because NBC is now VHF in Buffalo.
Contact Peters, Griffin and Woodward for availabilities on WGR-TV—now NBC!

WGR-TV
NBC CHANNEL 2
BUFFALO
SYMBOL OF SERVICE

A TRANSCONTINENT STATION
WROC-TV, Rochester, N. Y. • WSVA, WSVA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.

QUAD-CITIES

ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT

now the nation's

47th

TV MARKET

according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV

CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. MEYER

AL MEYER, formerly manager of grocery product merchandising and promotion, Leo Burnett, Chicago, named v.p. and head of merchandising and sales promotion department of Erwin Wasey, Ruthrauff & Ryan Inc., L. A., effective Nov. 15. Mr. Meyer was previously director of food merchandising and promotion at Blackett, Sample, Hummert (now Dancer-Fitzgerald-Sample).

HERBERT D. SMITH, with Canada Dry Corp. since 1939, appointed v.p. of sales for carbonated beverage division.

TAD JEFFERY, advertising director of Bulova Watch Co., N. Y., elected v.p. of company, which recently named Grey Adv., N. Y., as its agency [ADVERTISERS & AGENCIES, Oct 27].

MR. JEFFERY

JOHN L. BALDWIN, accounts supervisor on Wilson & Co. (meat packer) account, Kenyon & Eckhardt Inc., Chicago, elected v.p.

MRS. WILLIAMS

MRS. BETTY MEIGGS WILLIAMS, named v.p. and office manager of Lennen & Newell Inc. As a result of merger of Buchanan & Co. into L&N, **FRED R. KEITH** becomes v.p. and management account supervisor of agency. Los Angeles offices of L&N and Buchanan will be consolidated in Buckeye Bldg., 9033 Wilshire Blvd., Beverly Hills, about Dec. 15.

E. B. FERREE, copy supervisor, and **JOHN W. MURPHY,** commercial production supervisor, named vice presidents at Kenyon & Eckhardt, N. Y. Mr. Ferree joined K&E in February 1957 after having spent 11 years at C. L. Miller Co. as copywriter and copy chief. Mr. Murphy joined K&E in June 1955 as film supervisor (commercial production) after associations with Biow Co. and Universal-International's United World Films.

JOHN A. McDONALD joins Bon Ami Co., N. Y., as v.p. in charge of marketing and sales for U. S. and Canada.

MR. McDONALD

THOMAS BARNETT, formerly account executive in international department of Erwin Wasey, Ruthrauff & Ryan, N. Y., appointed manager of Sao Palo, Brazil, office of agency, and is succeeded in New York by **WILLIAM STAKENBURG,** former Carribean advertising manager for KLM Royal Dutch Airlines.

CUYLER CALDWELL, formerly with Swift & Co., Chicago, as market analyst, to Dr. Pepper Co., Dallas, in newly-created post, director of market research.

BEATRICE VanROSEN, formerly with William Douglas McAdams Inc. agency, to Doherty, Clifford, Steers & Shenfield professional division as technical and creative director.

LEAH ROTH, former media director, Maxwell B. Sackheim Co., N. Y., until retirement in 1956, to media director of Wunderman, Ricotta & Klein, formed by several principals of Sackheim agency.

HAROLD A. SMITH, program promotion and merchandising manager at Needham, Louis & Brorby Inc., Chicago, takes on additional duties as press representative for agency.

WILLIAM GEBHARDT, formerly v.p.-new business at Walter J. Klein Adv. Agency, Charlotte, N. C., and previously radio-tv director, Brooke, Smith, French & Dorrance Inc., to field marketing staff of D'Arcy Adv. Co., St. Louis, on Anheuser-Busch account.

ROBERT M. FENNER, formerly group advertising manager, Vick products division, Vick Chemical Co., to Chesebrough-Pond's Inc., as brand manager in domestic marketing division, to be responsible for Pertussin, Valcream, Seaforth and Sofskin brands.

MISS MIRA BERMAN, public relations and fashion director at Snellenburgs, Philadelphia, to Lavenson Bureau of Advertising, Philadelphia, as public relations director, effective Dec. 1. **STANLEY ISENBERG,** former public relations director at Lavenson Bureau, appointed account executive.

VICTOR KWELLER, formerly research associate at Fuller & Smith & Ross Inc., N. Y., joins Alan C. Russell Marketing Research, N. Y., as account supervisor.

ALAN M. ROSENBERG, formerly director of sales promotion with American Photocopy Equipment Co., Evanston, Ill., named account manager of Sidney Clayton & Assoc., Chicago.

JEROME S. ALCH, previously advertising manager of Napco Industries, Minneapolis, joins Bozell & Jacobs Inc., Minneapolis, as account executive.

JOSEPH REINHARD JOYCE, 49, vice president of Donahue & Coe, N. Y., died Tuesday (Oct. 27) of heart attack at New York's Polyclinic Hospital. Mr. Joyce also had served with Ruthrauff & Ryan and Robert W. Orr & Assoc.

FILM

BERNARD L. SCHUBERT, chairman of board, Telestar Films Inc., N. Y., elected president of company. Mr. Schubert, replacing **SY WEINTRAUB** who resigned as president last February, will continue as board chairman.

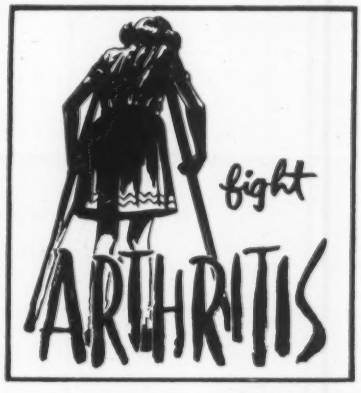
JERRY FRANKEN, formerly public relations director for Independent TV Corp. (ITC-TPA), to Gross-Krasne-Sillerman Inc., N. Y., as assistant to president.

ROBERT D. B. CARLISLE, associate producer, NBC-TV, has joined Telestudios Inc., N. Y., as production supervisor, and **ISABEL REDMAN,** free-lance tv producer and packager, named staff producer of Telestudios.

ELLIOT SCHICK, formerly with Columbia Pictures and Hollywood Film Commercials, to Filmack Studios, Chicago and New York, as director of television and industrial films.

IRVING SAVER appointed zone manager in local sales of Alexander Film Co., Colorado Springs, to headquarter in Norwood, Mass. Other zone managers and their headquarters: **DAVID McWREATH,** Washington, Pa.; **C. W. GOODNIGHT,** Lexington, Ky.; **W. G. KIRKSCEY,** Memphis; **JACK C. ALLEN,** Indianapolis; **J. K. BOYLE,** Milwaukee; **J. L. LASSWELL,** Kansas City, Mo.; **RALPH BONAR,** Denver; **B. F. ADCOCK,** Dallas; **C. J. DEXTER,** Hollywood, and **AL D. SNEAD,** Portland. **W. A. HILLHOUSE,** formerly Chicago resident sales v.p. for Alexander, transferred to similar post in San Francisco.

GRIM NATWICK, chief animator, **BARD WIGGENHORN,** animator, **TISSA DAVID** and **FRANK NAPOLEAN,** assistant animators, all join Robert Lawrence Productions, N. Y. **JO ANNE MITCHELL** to company as assistant to creative director of animation department.



There's Always Good News From Florida

When weather makes headlines it is usually calamitous. Normal weather just doesn't make big news. This journalistic truism was emphasized last winter. Florida's record cold spell was bannered across front pages of most newspapers and featured on newscasts throughout the land.

Admittedly, the weather was unusually cold for too long a stretch to have gone unmentioned. It deserved top billing and got it. But candidly, the low temperatures did not bring about the disastrous conditions that might have been inferred from this zealous reportorial attention.

Take the Florida citrus crop, for example. News of Florida's cold winter, and an anticipated freeze-produced shortage, reached every home in the country. Demand for Florida citrus soared. This increased buying, in face of a temporary embargo on fresh-fruit shipments, depleted normal stocks and forced prices upward. Yet the actual crop loss amounted to only 20 percent of pre-freeze forecasts.

HERE ARE THE FACTS

Production of citrus products in Florida has been increasing faster than consumption. Improved methods of processing have increased juice yield—from 31.58 number two cans of orange juice per box of fruit in 1947 to 40.56 number two cans per box in 1956.

Grove plantings have added 10 million trees since 1945 that are now in bearing. Pre-freeze citrus crop forecasts for 1957-58 season put the total crop at 144.5 million boxes of citrus. The forecast included a one-year increase of almost 10 million boxes—about 7%. Actual total crop meeting Florida quality control standards was 115.9 million boxes.

And Florida quality controls, the strongest and tightest quality controls on fruit and products of any citrus or other fruit-producing area in the world, were rigidly maintained.

Although last winter brought severe losses to some individual growers, it was a boom to the industry as a whole. It has brought production more into line with demand and put projected production growth into better balance with potential market expansion.

This good-news sequel to last winter's bad-weather report is just one of many examples of a dynamic Florida in action. For factual details about any aspect of the Florida economy, we invite you to write:

Florida Development Commission
515-P Caldwell Building
Tallahassee, Florida

Florida

YEAR 'ROUND LAND OF GOOD LIVING

NETWORKS

S. RAY WEST JR., assistant interruptions representative, ABC-TV since 1956, promoted to supervisor of cooperative and sustaining programs and commercial cut-in announcements.

PAUL NIVEN, CBS newsman recently expelled from Russia when CBS News' Moscow Bureau was closed, reassigned to CBS News, Washington.

GALE SWIFT, supervisor of musicians at NBC Chicago, retired Oct. 31 after nearly 28 years' service with network.

JACK R. CRUTCHER, 42, in Belgium since last March in charge of color television production for NBC International Div. at American pavilion of Brussel's World Fair, died October 25 following cerebral hemorrhage. Before Brussels assignment he had served NBC International Div. in Saudi Arabia as station consultant.

STATIONS

MR. HUNT MR. MORRISON MR. STRACHOTA

EDWARD T. HUNT, sales manager of WDGY Minneapolis, named general manager of KBOX Dallas, new Balaban outlet in that city, effective Nov. 15. **RICHARD MORRISON,** formerly sales manager at WNOE New Orleans, appointed KBOX general sales manager. **BERNARD STRACHOTA,** now general sales manager of Balaban's WRIT Milwaukee, moves up to general manager, Nov. 15.

HILLMAN TAYLOR, previously commercial manager of KELP-TV El Paso, appointed station manager of KVKM-TV Monahans, Tex.

RAYMOND G. MERCIER, previously manager of WCSH Portland, Me., appointed manager of WPOR Portland.

LES NORINS, sales manager of KABC Los Angeles, has resigned. **JOHN H. PACE,** general manager of ABC-owned radio station, is now functioning as sales manager as well.

KEN WEAVER resigns as account executive at WCKY Cincinnati to become sales manager of KENT Shreveport, La.

ALAN BAER, account executive at WWOL Buffalo, N. Y., promoted to local sales manager.

HARRY W. BARTOLOMEI, previously chief engineer at KROW Oakland, Calif., to KSFO San Francisco in similar capacity. **CHARLES SMITH** becomes assistant chief engineer and technical supervisor.

CHARLES E. (NED) STEWART, formerly national sales service representative for WHCT (TV) Hartford, Conn., to KMOX-TV St. Louis as account executive.

GUY GIAMPAPA named film operations manager of WNAC-TV Boston. **DAVID S. BAKER,** formerly in microfilm department of Remington Rand, appointed assistant film operations manager at WNAC-TV.

DONALD R. SMITH named operations manager of WMBR-AM-FM Jacksonville, Fla. **TOMMY HARPER,** WMBR air personality, promoted to production manager. **CHARLES SCHON** appointed WMBR news editor.

RUSS BAKER resigns as director of operations of WNBF-AM-FM-TV Binghamton, N. Y.

BOB FLOURNOY, veteran reporter for WKY-AM-TV Oklahoma City, named news director for WKY Radio.

RALPH PARTRIDGE, formerly farm editor of *Denver Post*, appointed farm service director of KZIX Fort Collins, Colo., and **TOM SLAYTON,** previously with KLZ Denver, named KZIX chief engineer.

BOB BINGHAM, formerly general manager of WINZ Miami, joins WYDE Birmingham, Ala., Bartell Family station, as news and special events director.

BILL CRAGO, formerly with NBC and ABC news operations, named news director of KFWB Los Angeles. **JOHN BABCOCK,** former CBS newscaster in San Francisco, joins KFWB news bureau.

BOB JEAMBEY, formerly public service director and newsman at KOLN-TV Lincoln, Neb., named news director of KFOR Lincoln, succeeding **JACK BATES,** resigned.

DONALD F. STELLGES, assistant program manager of KEX-AM-FM Portland, Ore., elevated to program manager of Westinghouse Broadcasting Co. station.

CHARLES PARKER, WDRC Hartford, Conn., production engineer, named program manager succeeding **HARVEY OLSON,** promoted to newly-created post of v.p. in charge of public relations. **PHILIP STEBEN** appointed office manager at WDRC.

JERRY BAKER, production manager of KELP-TV El Paso, elevated to station program director.

HERB KNIGHT, formerly air personality at WONE Dayton, Ohio, to WSAI Cincinnati as assistant program director and d.j.

JOHN T. (JOCK) LAWRENCE JR., formerly with *Cincinnati Times-Star* in promotion and advertising departments, to WKRC-TV Cincinnati sales staff.

CLYDE BOOKOUT, previously announcer at WMAP Monroe, N. C., to WFMY-TV Greensboro, N. C., production department.

CHARLES R. GOERTH joins public relations staff of KYW-AM-FM-TV Cleveland, Westinghouse Broadcasting Co. stations.

JOSEPH HURLEY, formerly associated with CBS-TV's *The Seven Lively Arts*, and *Omnibus*, appointed staff writer assigned to *Camera Three*, WCBS-TV New York.

TOM EVEN, formerly with WHTN-TV Huntington, W. Va., as air personality, joins WKRC-TV Cincinnati announcing staff.

ARTHUR GAETH, formerly Denver news director for Intermountain Network, named news analyst and commentator for KMYR Denver.

HAROLD C. LUND, v.p. of Westinghouse Broadcatsing Co. in charge of KDKA-AM-FM-TV Pittsburgh, named to board of directors of Allegheny County Society for Crippled Children.

GLENN WILSON JOHNSON, 35, producer-director for WBTV (TV) Charlotte, N. C., died Oct. 26 in Charlotte hospital.

LOWERY E. (UNCLE NED) STRIPLING, 42, died following heart attack while on personal appearance with his band in Cochran, Ga. Mr. Stripling was also air personality on WMAZ-TV Macon, Ga.

REPRESENTATIVES

JAMES F. O'GRADY JR., vice president in charge of sales, Young Television Corp., elected executive vice president. **HAROLD M. PARKS,** manager of Young's Atlanta office, named eastern sales manager. Mr. O'Grady was manager of Young's Chicago office before becoming sales vice president. He also had served with ABC and former DuMont Television Network.

EDWARD R. EADEH, formerly with CBS, Mutual, ABC, DuMont and Weed Co., to George P. Hollinbery Co.'s New York office as director of development, promotion and research.

HAROLD WETTERSTEN, formerly sales manager of ABC-TV Central Div., joins Blair-Tv, Chicago, on or before Dec. 1. **TOM MALONE** resigns from Blair-Tv to move over to Leo Burnett Co., same city, as account executive on Pillsbury Co.

DON DALTON, formerly in real estate display advertising department at *Chicago Sun-Times*, to Gill-Perna, Chicago.

MARVIN ROSLIN, timebuyer on Standard Brands and broadcast analyst on Carter Products, at Ted Bates & Co., N. Y., to Adam Young Inc. as assistant to Frank Boehm, v.p. of research and promotion.

PROGRAM SERVICES

MR. SARGENT

WILLIAM V. SARGENT, formerly NBC-TV director of administration, named v.p. for administration, TelePrompTer Corp., N. Y.

SID TAMBER, production supervisor and associate producer of CBS-TV's *The Big Payoff*, for past six years, as well as other Walt Framer Productions packages, appointed producer of program. **MERVYN FRAMER,** production supervisor, will succeed Mr. Tamber as associate producer. **WALT FRAMER** will serve as executive producer.

PROFESSIONAL SERVICES

AILEEN GROSSMAN, formerly advertising manager of Chicago Musical Instrument Co., named executive assistant to president of Harshe-Rotman Inc., Chicago public relations firm.

F. LEROY HESS, formerly district manager for 11 Standard Rate & Data Service Inc. publications in Southwest, appointed western advertising manager for *Media/scope*, Evanston, Ill., magazine. Assuming district manager duties in Southwest for SRDS will be **JOHN W. CHAMBERLIN** and **PAUL V. POWER.**

JOHN N. RAGSDALE promoted from assistant advertising manager to advertising manager of public relations department of Assn. of American Railroads, succeeding **HERBERT F. McLAURY,** retired after 50 years of railroad service.

MISS CONNIE DE NAVE, previously assistant magazine editor of ABC, to personal press representative of Dick Clark, tv personality.

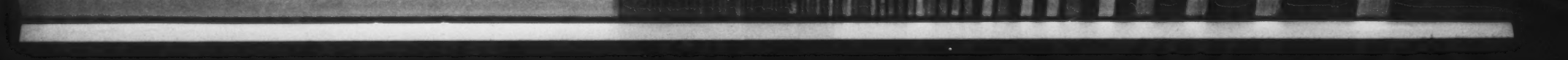
MANUFACTURING

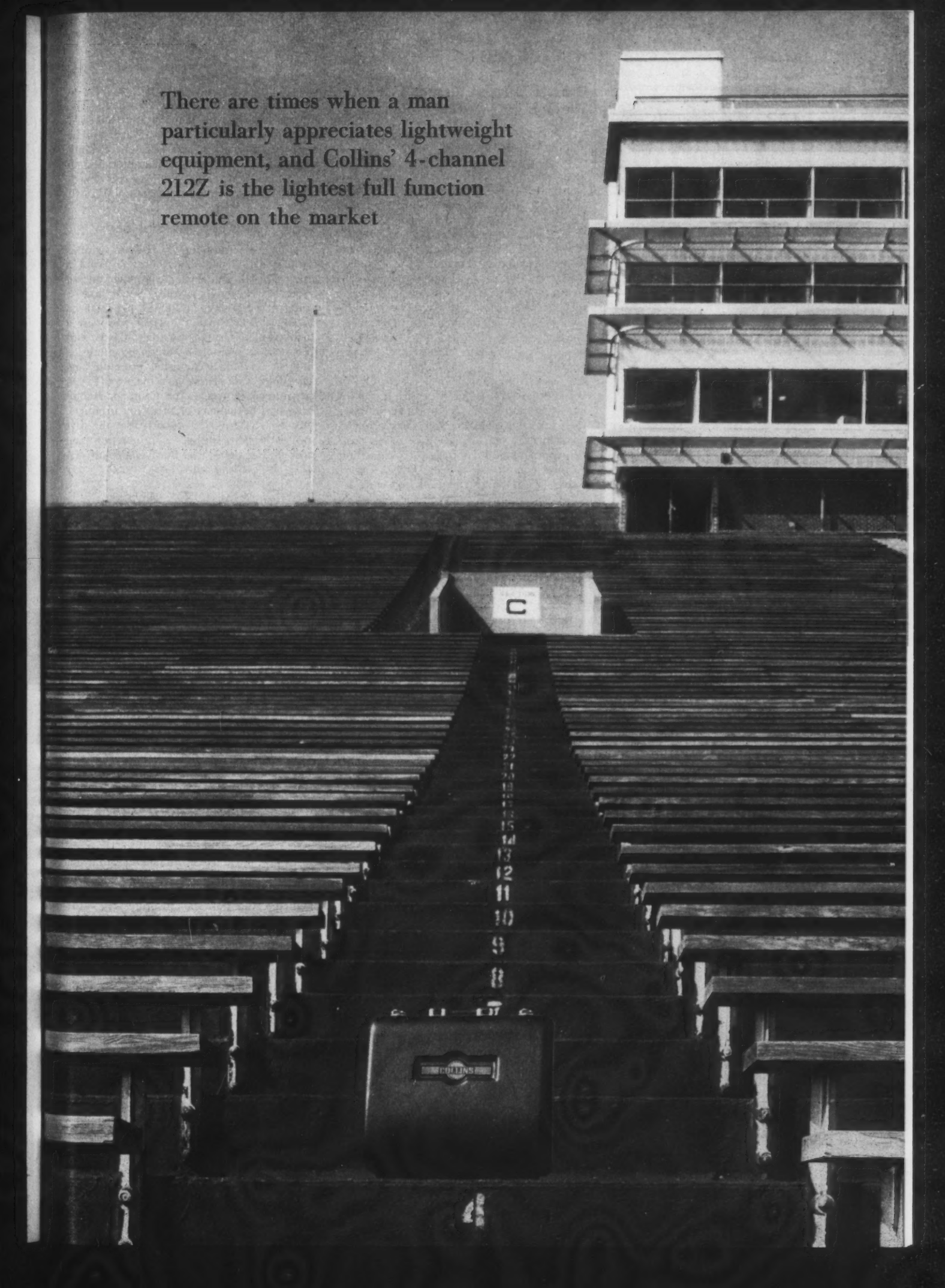
JOHN W. GUILFOYLE, general manager of operations, ITT's service organization, Federal Electric Corp., elected executive v.p. of FEC.

CHARLES S. VRTIS, partner in Glore Forgan & Co., investment banking firm, and **GEORGE E. DRISCOLL,** secretary and assistant treasurer, elected to board of directors of Admiral Corp., Chicago. Mr. Driscoll was also named treasurer.

ROBERT A. HUNT, formerly engineering section leader for Haloid Inc., Rochester, N. Y., named

United Press International news produces!




There are times when a man particularly appreciates lightweight equipment, and Collins' 4-channel 212Z is the lightest full function remote on the market
C
COLLINS

PEOPLE CONTINUED

chief engineer of Prestoseal Manufacturing Co., Long Island City, N. Y.

CHARLES F. MERRIGAN, formerly personnel and expense-control specialist, General Electric technical products department, appointed to newly-established position of manager of scatter and special systems engineering.

EDWIN L. DAVIS, previously commercial engineer handling internal sales of receiving tubes, General Electric, Syracuse, appointed regional commercial engineer, GE electric receiving tube department, Clifton, N. J.

GEORGE T. STEWART named manager of national distribution and **PETER J. GRANT** named manager of national sales of Sylvania Home Electronics, division of Sylvania Electric Products Inc., N. Y. **WILLIAM D. GANNON,** formerly district sales manager in St. Louis for Schwander & Co., appointed resident sales manager, for Sylvania Home Electronics, Cincinnati.

CLARK LAMBERT named sales administration manager of Olympic Radio & Television, New York division of Siegler Corp., replacing **SY LIPPER,** resigned. **D. E. LINDSAY,** previously west coast regional manager for Bendix Radio, appointed head of product distribution in Oregon for Olympic.

TRADE ASSNS.

HELEN VER STANDIG, executive v.p. of M. Belmont Ver Standig Inc., Washington, named chairman of board of directors of Atlantic Council of American Assn. of Adv. Agencies, succeeding late Joseph Katz, who died Oct. 13. [ADVERTISERS & AGENCIES, Oct. 20].

DALE BUCKNER, president, Dale Buckner Adv., Lubbock, Tex., elected governor of 10th district of Adv. Federation of America. Other elected officers: **DENNY HEARD,** 1st lieutenant governor; **LESLIE HAUGER,** 2nd lieutenant governor, and **TOM McHALE,** re-elected secretary-treasurer.

PROGRAMS & PROMOTIONS

Grocers Offered Promotion Plan Through WSSV's 'Operation T.S.S.'

More than 75 independent supermarkets and grocers have signed to participate in Operation T.S.S. (T-ell'm, S-how'm, S-ell'm), a food merchandising plan launched by WSSV Petersburg, Va. First outlined to prospective sponsors at a recent Virginia Food Dealers Assn. convention in Richmond, the plan was prepared by Cy Newman, WSSV commercial manager, and Roger Beane, general manager.

To insure in-store cooperation from the grocers, WSSV will give each dealer a specified number of spots each week for his own use. The operation is restricted to 13 non-competitive food products, which must have distribution in at least 50% of the participating stores. A food sponsor uses as few as 10 one-minute spots weekly on WSSV to advertise his product. In return, the sponsor is provided feature displays, shelf stickers, pennants and weekly reports on each store on the placement of his product, condition and amount of stock on hand. A food sponsor signs with WSSV for 13 weeks, with the privilege of renewing for additional 13 week cycles at the end of the ninth week.

WGAR Contest Stars Ball Carrier

Cleveland Browns football player Jim Brown, who has gained 815 yards in five games this season, is featured in a tie-in sponsor contest on WGAR Cleveland. The listener who guesses the day and time that Mr. Brown gains his 1,000th yard will be awarded an electric wrist watch, compliments of WGAR and the Hamilton Watch Co., which is currently running a spot schedule of the watch advertisements on WGAR.

T.A.P. Toys for Girls and Boys

Want a "Hum-Dinger" balloon with a rotating ball inside that "hums"? Want a floating plastic showboat, or a paper puppet punch-out kit? Or maybe you'd like a "colorful red-white-and-blue personalized stationery set"? In any case, if you were a young fan of Crusader Rabbit, the tv cartoon hero, you would no doubt be interested in these and other "unusual premium and retail toys." At least that's the way T.A.P. Inc., merchandisers of the Crusader Rabbit series and developers of these toy products, must feel. T.A.P. Inc. reports that the toys are "in various stages of production and most of the items will be available to stations within thirty days."

Teacher Wins KXOK Apples

Mrs. Katherine Jost, Lindbergh High School teacher in St. Louis, won the KXOK St. Louis "Apple for the Teacher" contest this fall, the station has announced. The contest, conducted by KXOK d.j. Ed Bonner, consisted of having local students write letters why "I would like to bring an apple to my teacher." Lindbergh student Roslyn Kay Wahlbrink won and teacher Jost received a bushel of apples, courtesy of KXOK.

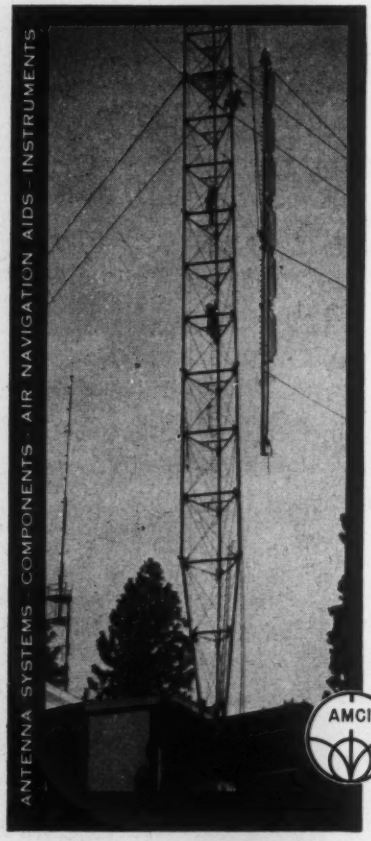
WCAU-TV Examines City's Make-Up

The first program of a new public affairs series entitled *The Face of Philadelphia* was presented Oct. 25 on WCAU-TV, that city. Written, produced and narrated by Charles Shaw, WCAU-TV news director, the series explores the problems of the city, how it operates and who its people are. The premiere program emphasized the people—where they came from and what they are doing in Philadelphia. Film coverage of various people at work and play was utilized.

The series is produced in affiliation with the Philadelphia City Planning Commission, the International Institute, the Historical Society of Pennsylvania and the Historical Society of Germantown.

Gorilla Marks Drop of Top 40

A wild animal driving a convertible in downtown Buffalo, N. Y., recently was the startling gimmick of WWOL Buffalo to announce its switch from a "Top 40" format to "Better Music" programming. Two members of WWOL's staff dressed formally to accompany a gorilla-costumed salesman on a tour of the city's ad agencies and colleges. The promotion was in cooperation with Capitol Records which tied-in with plugs for local Stan Kenton and George Shearing concerts. The convertible was covered with signs reading: "Hear No Evil! Listen to Buffalo's Better Music Station—WWOL!"



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...have been proven in service.

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AMCI

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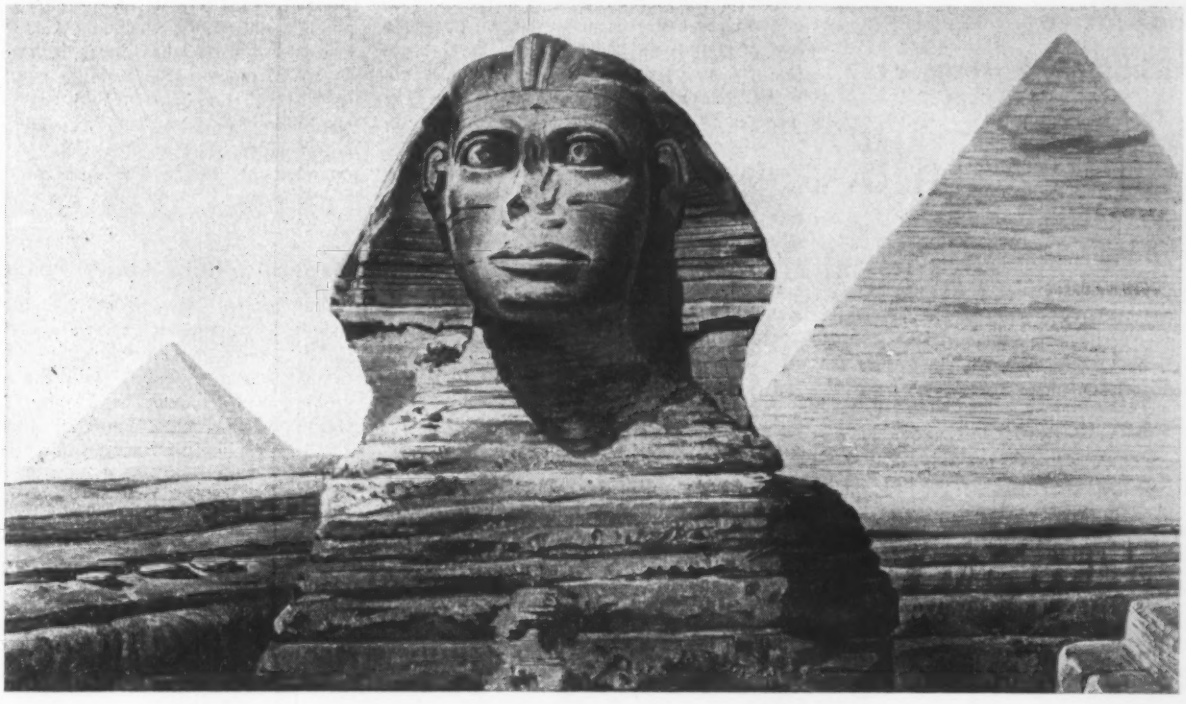
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



Why is ARTHRITIS called "the Sphinx of diseases"?

ARTHRITIS has been likened to the ancient Sphinx. For arthritis, no less than the Sphinx, is still strange and mysterious in many ways.

For example, the *exact* cause of some types of arthritis remains unknown. Nor do doctors fully understand why it flares up in certain patients and smoulders or develops gradually in others . . . why treatment beneficial for one victim may not help another . . . why rheumatoid arthritis strikes women three times as often as men.

Despite such mysteries, when proper treatment is started early . . . or before the affected body joints have been severely damaged . . . there is great likelihood of lasting relief and marked improvement.

Proper treatment for arthritis and other rheumatic diseases . . . affecting about eleven million Americans 14 years of age and older . . . must be based on the needs of the *individual* patient.

This is because arthritis occurs in many forms, each of which requires special management. Yet, many people brush aside treatment prescribed by their doctors to seek some cure promising quick and complete recovery. *There is no such thing.*

At least 50 forms of arthritis are known to medical science. But only two of the forms together make up more than seventy percent of all rheumatic complaints. These are *osteoarthritis* and *rheumatoid arthritis.*

Osteoarthritis, or degenerative joint disease, begins as a rule in the thirties or forties as part of the process of aging. It usually attacks joints that undergo greatest wear and tear.

Under proper medical care, a great deal can be done to lessen discomfort and reduce further damage to joints.

Rheumatoid arthritis may be more serious. Though it involves the joints, it also affects the body. Moreover, it strikes in the prime of life, generally between 20 and 50.

If neglected, rheumatoid arthritis can cause severe crippling. But if it is diagnosed early and treatment is faithfully followed, many patients can be spared disability and helped considerably.

If the disease does not yield to treatment, rehabilitation can often help a handicapped individual continue a useful life.

If your joints become sore, stiff, painful or swollen, consult your doctor . . . and always avoid self-treatment. The sooner you seek his help, the better your chances to head off trouble.

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WBAI (FM) Swaps U. S. Jazz For Moscow's Classical Tapes

The story of how WBAI (FM) New York effected its exchange program with Radio Moscow was told in the Oct. 30 issue of *The Reporter* magazine. The article, by Nat Hentoff, describes how general manager Bert Cowlan sought a recording of Lev Knipper's Fourth Symphony, first by approaching the Soviet delegation to the United Nations, then by writing direct to Moscow. His bold approach apparently pleased the Kremlin for shortly thereafter the USSR extended Mr. Cowlan the opportunity to visit Moscow. This led to establishment of a program where WBAI agreed to supply the Soviets with latest jazz samplings in exchange for one full weekly concert of 2-3 hours length of fresh Soviet classical output.

WBAI, according to the agreement, may "sell" the tapes to other U. S. stations at cost but these stations must send about an hour's worth of American music to the USSR. Just as the U. S. will get mileage out of the Russian programming, so will the USSR get double value out of the American programs: they will probably be beamed back to the U. S. via Russia's shortwave North American propaganda service, according to Mr. Hentoff.

Yearbook Used as Sales Brochure

An annual yearbook of Dick Clark's *American Bandstand,* of which more than 400,000 copies have been sold in two months through promotion solely on the program, has been sent by the Triangle Stations to advertising agencies with the advice to "get aboard America's hottest bandwagon." The program was created by Triangle Stations for ABC-TV, and originates from WFIL-TV Philadelphia. The booklet is sold to viewers for $1, and is in its second printing.

Bartell Station Marks Birthday

To celebrate its first anniversary of operation WYDE Birmingham, Ala., a Bartell Family Radio station, treated more than 300 clients to birthday cakes. The cakes were delivered by models who were accompanied by the station's salesmen. During its anniversary month promotion campaign, WYDE plans to recognize the confidence local and national advertisers, as well as the general public, have placed in the Bartell method of modern programming and salesmanship, announced Tom Whitley, station manager.

New Letters Calls for Contest

KGNS-TV Laredo, Tex., until Oct. 16 identified as KHAD-TV, has announced a contest to promote its new call letters, which stand for "good neighbor station." Students in Laredo and Neuvo Laredo grade and junior high schools are eligible to compete in a contest to find the best design for a tv ID slide, using the new call letters and expressing the good neighbor theme. Entries currently are being used for ID's, with credit to the artists. The consuls general of Mexico and the U. S., stationed in the two cities, and the chairman of the international relations committee of the Laredo Chamber of Commerce will judge the contest.

WGR Promotion Gives Cab Rides

Free taxi cab rides are being offered by WGR Buffalo, N. Y., in a promotion campaign with Van Dyke Cab Co., Buffalo. The cab company has one cab cruising the streets of metropolitan Buffalo from 8 a.m. to 6 p.m. Monday through Friday, and anyone who hails the particular cab is given a free ride, courtesy of WGR. On-air announcements urge Buffalo residents "to have a ride on us . . . and don't just grab a cab . . . grab a Van Dyke."

Modern Writers Series Released

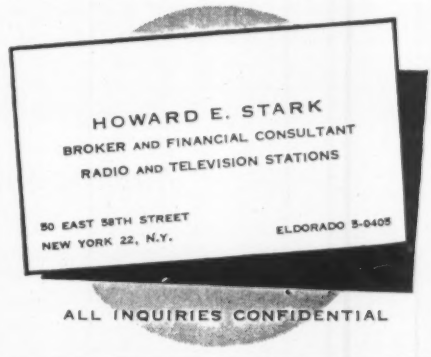
Rutgers U., New Brunswick, N. J., announced last week it has made available to radio stations a 12-week series of educational programs dealing with the work of modern writers such as Flaubert, James, Hemingway, Huxley, Faulkner and Lewis. The series, consisting of half-hour programs produced and distributed by the Rutgers Radio Center, at no cost, features Dr. Elizabeth F. Boyd, professor of English, Douglass College, New Brunswick.

KBOX Invitation Driven North

A "Guess the Mileage" contest in conjunction with a goodwill trip was sponsored by KBOX Dallas to promote Alaska Day (Oct. 16) at the Texas State Fair in Dallas. Representing KBOX and the State Fair was Eddie Gale, station announcer, who made a 30-day roundtrip drive to Juneau, Alaska, to personally invite Juneau Mayor M. L. McSpadden to the event. KBOX and Glass Motors of Dallas sponsored a contest to guess the actual distance Mr. Gale drove.

KETV (TV) Clicks With Contest

The Omaha, Neb., downtown post office had a rush crowd one day this fall, reports KETV (TV) that city, when viewers of the station's "Quote to Click" contest were racing each other to obtain the earliest postmark on their entries. The day-long contest requests viewers to name a "well-known quotation" by adding letters to the blanks presented on a blackboard at the studio. Clues to the quotation, in the form of letters pulled from a fish bowl, were given throughout the day.



SAYS JOHN D. SILVA, Chief Engineer, KTLA (Paramount Television Productions, Inc.), Hollywood, Cal.:

"G-E camera tubes help us make TV headlines with 20 'remotes' a week!"

"News can break fast, and KTLA is geared to speed. We've started telecasting from the scene of an event in as little as five minutes from the time our mobile unit reached the spot.

"The microwave antenna of our mobile units takes only 15 seconds to elevate. KTLA's picture goes on the air in minutes after we brake to a stop. We couldn't do a fast, sure TV news job like that—many times a day, every day—without reliable camera tubes.

"Besides the fact we can count on them, G-E camera tubes are designed to handle changeable and difficult light conditions. We like the assurance they give us that our viewers are seeing clear pictures with good detail and contrast.

"News coverage is a team job—efficient men, methods, and equipment. G-E camera tubes play a key part in KTLA's mobile work that's broken records for high audience interest."

* * *

Put G-E Broadcast-Designed camera tubes on your own "team"! Your G-E tube distributor stocks them. Phone him! *Distributor Sales, Electronic Components Div., General Electric Co., Owensboro, Ky.*

OPERATION up turn — Buy now for extra values — GENERAL ELECTRIC

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11-12-304

CBS-TV Shows Promotion Film

Approximately 200 advertising agency executives in New York last Thursday (Oct. 30) attended a screening of a 20-minute film, "Byline New York," which chronicled the activities of 49 women from 49 states who participated in the CBS Daytime Televisit Week promotion [PROGRAMS & PROMOTIONS, Sept. 15].

The film, produced by David Gordon, who heads exploitation-promotion for CBS-TV daytime programs, was shown at a reception in the Waldorf-Astoria Hotel. Appearing in the film in their screen "debut" were the following CBS-TV executives: Louis Cowan, president; Oscar Katz, vice president and director of daytime programs; Hubbell Robinson Jr., executive vice president in charge of programming; Sig Mickelson, vice president and general manager of news and John Day, director of news.

KYW D.J.'s Provide New Angle

Discussions of a teachers convention by two KYW Cleveland, Ohio, d.j.'s who attended the sessions met favorable reaction from parents, students and teachers alike, according to KYW. Big Wilson and Joe Finan experimented with the unique coverage Oct. 17 when 20,000 members of the Eastern Ohio Teachers Assn. held an annual meeting in Cleveland. Mr. Finan and Mr. Wilson took notes at the meeting and discussed the importance of such meetings and the teachers' problems on their respective shows.

KEYS Pays Stamps for Listening

KEYS Corpus Christi, Tex., reports it is building a larger share of audience by awarding free trading stamps to persons selected at random from the telephone directory. From one to a dozen persons are announced each hour between 7 a.m. and 5 p.m. If the party called contacts the station within 30 minutes an award of 1,000 Texas Gold stamps is made, and 1,000 more stamps are added each hour until there is a winner. The stamps are redeemable at the Corpus Christi Texas Gold Gift Center. An average of eight out of every 10 names called respond within 10 minutes, KEYS said.

TO CELEBRATE completion of its new 1,049-foot tower, WLWA (TV) Atlanta invited some 500 business and government leaders to a dinner and special telecast. Here (l-r) Harry LeBrune, vice president and general manager of WLWA; Oliver Treyz, ABC-TV president, and Robert E. Dunville, president of Crosley Broadcasting Corp., which owns WLWA, look at a model of the tower which was displayed at the party. The telecast featured the cast of *Midwestern Hayride*, flown to Atlanta from Crosley's Cincinnati headquarters for the occasion.

Letters to Tell Stock Advantages

To publicize the advantages of investing in stocks, WMBD Peoria, Ill., has invited listeners to enter its four-week "Why Invest" contest. In 100 words, entrants are to complete the phrase, "I want to invest in America through common stocks because . . ." First and second place prizes of $250 and $100 will be provided by the sponsor of the station's *Stock Market and Business Newscast.*

KFAB to Award 'Kc Baby'

An Omaha baby born closest to either 11:10 a.m. or p.m. Nov. 10 will be awarded an educational fund equal to a one-year university scholarship. The "Eleven-Ten Baby of the Year" event is in recognition of KFAB's spot on the dial, 1110 kc.

Winners Awarded at KCMO Dinner

Winners of KCMO Kansas City's second annual contest to promote better quality meat type hogs were feted Oct. 21 at a recognition dinner. A Sedalia, Mo., hog raiser won the championship award for the second time and the championship trophy goes to the Sedalia Chamber of Commerce, sponsor of the Meat Type Hog Club in that area. Producers entered approximately 5,000 hogs, with scoring based on rate of weight gain, prolificacy and type.

George Stephens, KCMO director of agriculture, credited the success of the hog production contest to the local civic organizations in Eastern Kansas and Western Missouri, Kansas City and St. Joseph stockyards personnel and extension service specialists for their assistance in organizing the groups and scoring entries.

Parade Touts KCOH's Home Show

More than 50,000 Negroes watched the first all-Negro parade down Houston's Main St. held Oct. 18 to promote the Houston Negro Exposition and Home Show which was sponsored by KCOH, that city. Approximately 30,000 persons attended the three-day show in the Sam Houston Coliseum at which guest stars Mahalia Jackson, Della Reese, Roy Hamilton, Buddy Johnson and his orchestra and the Rhythm Kings appeared.

Motorcade Hails WBRE-TV Shows

NBC-TV network shows, as well as local shows, were represented in a motorcade of more than 50 vehicles that covered a six-mile route in Wilkes-Barre, Pa., to promote the fall lineup on WBRE-TV, that city. Each vehicle in the line carried a banner stating, "Another Great Show on Channel 28" . . . then the name of the show and sponsor. WBRE-TV personalities were featured in the "Carvalcade," which included trailer trucks, a surrey, horses, 1959-model cars and a Greyhound Scenic Cruiser.

Old Fort Opens for 'Raiders'

The calendar was turned back 85 years at historic Fort Point in the San Francisco Presidio Oct. 7, when the post was "reactivated" for a preview celebration of the filmed tv series, *Mackenzie's Raiders*, which is sponsored on KPIX (TV) San Francisco by Bay Area Rambler car dealers.

Fort Point, built in 1853 and inactive since 1914, was staffed with soldiers, bearded scouts and pretty girls (all costumed students of the radio-tv department of San Francisco State College) to furnish an appropriate premiere party setting. KPIX hosted the area's newspaper columnists and Rambler dealers to an all-day activity schedule that included a tour of the old fort, luncheon in the officers' mess, a showing of the first film in the new series and a press conference.

Murray Carpenter

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 23 through Oct. 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant. —antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Wailuku, Maui, Hawaii—Radio Honolulu Ltd.—Granted ch. 8 (180-186 mc); ERP 1.95 kw vis., .977 kw aur., ant. height 5,900 ft. Estimated construction cost $38,816, first year operating cost $25,000, revenue (satellite operation). P.O. address 1170 Auahi St., Honolulu. Studio location 1170 Auahi St. Transmitter location Wailuku (summit of Mt. Haleadala). Geographic coordinates 20° 42' 41" N. Lat., 156° 15' 26" W. Long. Transmitter RCA, antenna GE. Legal counsel Kirkland, Ellis, Hodson, Chaffetz and Masters, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of **KONA-TV Honolulu.** Application is for satellite to rebroadcast KONA-TV programs in Maui. Announced Oct. 29.

Existing Tv Stations

ACTIONS BY FCC

WEDU-TV, ch.* 3, Tampa, Fla.—Waived policy against issuance of special temporary authority and permitted WEDU-TV to operate on regular program basis to Dec. 31 pending filing of license application. Announced Oct. 29.

WSTV-TV Steubenville, Ohio—Granted waiver of Sec. 3.652 (a) to permit WSTV-TV to identify itself as Wheeling, W. Va., as well as Steubenville, Ohio. Announced Oct. 29.

WBRE-TV Wilkes-Barre, Pa.—Granted waiver of Sec. 3.652 (a) to permit WBRE-TV to identify itself as Scranton as well as Wilkes-Barre. Announced Oct. 29.

Translators

CALL LETTERS ASSIGNED

K83AH Roseburg, Ore.—Teleservice Co.
K79AF Olivia, Minn.—Renville County Tv Corp.
K71AM Olivia, Minn.—Renville County Tv Corp.

New Am Stations

ACTIONS BY FCC

Yuma, Ariz.—Desert Bcstg. Co.—Granted 1320 kc, 500 w. D. P.O. address 4150 Arch Drive, North Hollywood, Calif. Estimated construction cost $15,496, first year operating cost $36,000, revenue $40,000. Owners are **Robert William Crites** and **Sherman Somers** (each 50%). Mr. Crites is promotion manager, Ray Thomas Co., Los Angeles, Calif. Mr. Somers is promotion director, Central Records, Los Angeles. Announced Oct. 29.

Honolulu, Hawaii—James T. Ownby—Granted 1270 kc, 5 kw unl. P.O. address P.O. Box 1977, Phoenix, Ariz. Estimated construction cost $13,053, first year operating cost $48,000, revenue $51,600. Mr. Ownby owns **WJXN Jackson, Miss., KONI-KELE (FM) Phoenix.** Announced Oct. 29.

APPLICATIONS

Placerville, Calif. — Nevada-Placer-El Dorado Bcstrs., 1030 kc, 10 kw unl. P.O. address % **Charles H. Halstead Jr.**, 1714 Capitol Ave., Sacramento. Estimated construction cost $1,000, first year operating cost $14,000, revenue $48,000. Mr. Halstead (97%) also owns **KDIA Auburn, Calif.** Mrs. Halstead (3%) owns beauty salons. Announced Oct. 24.

Brunswick, Ga.—Harry L. Bowyer Jr., 790 kc, 1 kw D. P.O. address Talahi Island, Savannah, Ga. Estimated construction cost $16,550, first year operating cost $35,000, revenue $40,000. Mr. Bowyer, sole owner, is in automobile sales. Announced Oct. 29.

Sun Valley, Idaho—Radio Sun Valley Inc., 1340 kc, 250 w unl. P.O. address % **Roger L. Hagadone**, Hotel Boise, Boise. Estimated construction cost $10,620, first year operating cost $32,500, revenue $40,500. Owners are Mr. Hagadone, president and general manager of permittee of KCIX-TV Nampa, Idaho, 50%, and Mr. and **Mrs. David E. Robinson Jr.**, 50%. Mr. Robinson is in specialty products. Announced Oct. 23.

Irvine, Ky.—Irvenna Bcstg. Co., 1550 kc, 1 kw D. P.O. address Box 26, Pineville, Ky. Estimated construction cost $15,255, first year operating cost $29,500, revenue $35,000. **South S. Bevins**, sole owner, is WMLF Pineville Ky. general manager. Announced Oct. 23.

Lexington, Ky.—W. L. K. Y. Inc., 940 kc, 1 kw D. P.O. address % **Joseph L. Arnold**, 1300 1st National Bank & Trust Co. Bldg., Lexington. Estimated construction cost $39,825, first year operating cost $60,000, revenue $80,000. Equal partners are Mr. Arnold and **G. F. Vaughan Jr.** who are in real estate, etc. Announced Oct. 27.

Portsmouth, N. H.—Seacoast Bcstg. Corp., 1380 kc, 1 kw unl. P.O. address % **J. R. Waldron Jr.**, 70 Court St., Portsmouth. Estimated construction cost $32,945, first year operating cost $60,000, revenue $65,000. There are 12 owners, all with less than 10%. Announced Oct. 23.

Delaware, Ohio—Somerset Bcstg. Co., 1550 kc, 1 kw D. P.O. address 102 S. Park Place, Painesville, Ohio. Estimated construction cost $20,455, first year operating cost $55,000, revenue $70,000. Applicant (equal partners **Carl R. Lee** and **Theodore H. Oppegard**) is licensee of **WVSC Somerset, Pa.**, and **WPVL Painesville.** Announced Oct. 28.

Klamath Falls, Ore.—Skyline Bcstrs. Inc., 1010 kc, 1 kw D. P.O. address Box 1186, Klamath Falls. Estimated construction cost $19,530, first year operating cost $48,000, revenue $60,000. Equal partners are lumber salesman **Robert L. Johnson** and retailer-painting contractor **Ray K. Coddington.** Announced Oct. 29.

Reedsport, Ore.—Oregon Coast Bcstrs., 1470 kc, 5 kw D. P.O. address Box N, North Bend, Ore. Estimated construction cost $6,000, first year operating cost $30,000, revenue $36,000. **Walter J. Kraus**, sole owner, is in real estate, gas production, etc. Announced Oct. 29.

Beaufort, S. C.—Lower South Carolina Bcstg.

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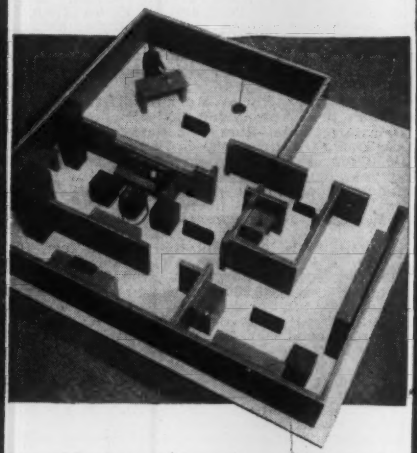

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FOR THE RECORD CONTINUED

Co., 1490 kc, 250 w unl. P.O. address General Delivery, Walterboro, S. C. Estimated construction cost $8,560, first year operating cost $27,000, revenue $36,000. **Lois D. Padgett**, sole owner, is in retail clothing. Announced Oct. 28.

Natalia, Tex.—Natalia Bcstg. Co., 1480 kc, 500 w D. P.O. address Box 57, San Antonio. Estimated construction cost $12,505, first year operating cost $24,000, revenue $36,000. Equal partners are **Manuel D. Leal**, owner of **KEXX San Antonio** and **Manuel G. Davila**, KEXX commercial manager. Announced Oct. 27.

Salt Lake City, Utah—Jack A. Burnett, 1090 kc, 1 kw D. P.O. address 4503 Aukai Ave., Honolulu. Estimated construction cost $26,645, first year operating cost $96,000, revenue $140,000. Mr. Burnett, sole owner, also owns **KULA Honolulu**. Announced Oct. 29.

Hoquiam, Wash.—Twin Cities Bcstg. Co., 1560 kc, 1 kw D. P.O. address Box 345, Forest Grove, Ore. Estimated construction cost $11,715, first year operating cost $45,000, revenue $52,000. Applicants are **Mr. and Mrs. Irving V. Schmidtke**. Mr. Schmidtke formerly owned KRWC Forest Grove. Announced Oct. 28.

Existing Am Stations

ACTION BY FCC

WOUB Athens, Ohio—Granted increase in power from 100 w to 250 w, continuing operation on 1340 kc unl.; remote control permitted. Announced Oct. 29.

APPLICATIONS

WHEW Riviera Beach, Fla.—Mod. of cp, as modified, which authorized new standard broadcast station to change hours of operation from daytime to unlimited, using power of 1 kw and install directional ant. for nighttime.

WHAB Baxley, Ga.—Mod. of license to change hours of operation from unlimited to specified hours: Mon. through Sat., 6 a.m.-7 p.m.; Sun., 7 a.m.-9 p.m.

WSBC Chicago, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WFAU Augusta, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WCOU Lewiston, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WCPO Cincinnati, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WESB Bradford, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WAZL Hazleton, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WHAL Shelbyville, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KALL Salt Lake City, Utah—Cp for increase in daytime power from 1 kw to 5 kw; install new trans.; and change ant.-trans. location.

WNOR Norfolk, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WSSV Petersburg, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

KPOD Crescent City, Calif.—Norman C. Bayley, 1310 kc.

WAME Miami, Fla.—Frieda Bcstg. Corp., 1260 kc. Changed from WMMA.

WGML Hinesville, Ga.—Liberty Bcstg. Co., 990 kc.

KANB Shreveport, La.—Kenwil Inc., 1300 kc. Changed from KLUE.

KELI Clayton, Mo.—St. Louis County Bcstg. Co., 1320 kc. Changed from KXLW, effective Jan. 1, 1959.

KHUB Fremont, Neb.—Snyder Enterprises, 1340 kc. Changed from KFGT, effective Jan. 1, 1959.

WEEN Lafayette, Tenn.—Lafayette Bcstg. Co. Changed from WMNM.

WHEO Stuart, Va.—Mecklenburg Bcstg. Corp., 1270 kc.

KEDO Longview, Wash.—Triad Bcstg. Corp., 1400 kc. Changed from KWLD, effective Nov. 10, 1958.

WKTL Sheboygan, Wis.—Central States Bcstg. Co., 950 kc. Changed from WSHE.

New Fm Stations

ACTIONS BY FCC

Somerset, Ky.—Southeastern Bcstg. Co. — Granted 92.3 mc, 3.034 kw. P.O. address Box 740, Somerset. Estimated construction cost $12,449, first year operating cost $10,000, revenue $12,000. Applicant is licensee of **WSFC Somerset**. Announced Sept. 29.

Charleston, W. Va.—Joe L. Smith Jr.—Granted 98.5 mc, 2.65 kw. P.O. address Box 1452, Beckley, W. Va. Estimated construction cost $13,079, first year operating cost $12,000, revenue $12,000. Mr. Smith, sole owner, also owns 74% of **WJLS-AM-FM Beckley** and **WKNA-TV Charleston**, both **West Virginia**. Announced Sept. 29.

APPLICATION

Dayton, Ohio—Skyland Bcstg. Corp., 104.7 mc, 4.8 kw. P.O. address 380 W. First St., Dayton. Estimated construction cost $8,000, first year operating cost $20,000. Applicant is licensee of **WONE Dayton**. Announced Oct. 29.

Existing Fm Stations

ACTION BY FCC

WMTW-FM Mt. Washington, N. H.—Granted SCA to engage in functional music operation on multiplex basis. Announced Oct. 29.

CALL LETTERS ASSIGNED

KANT-FM Lancaster, Calif. Cordell W. Fray, 107.9 mc.

WFHA-FM Red Bank, N. J.—Frank H. Accorsi, 104.3 mc.

KFMY Eugene, Ore.—Music Inc., 97.9 mc.

KLAY-FM Tacoma, Wash.—Clay Frank Huntington, 106.3 mc.

Ownership Changes

ACTIONS BY FCC

WBRY Waterbury, Conn.—Granted assignment of license to **WBRY Bcstg. Corp.** (**James B. Lee**, president, and **Sol Robinson**, director, have interests in WLAD Danbury); consideration $157,000. By letter, denied request by Ralph N. Weil for hearing. Comr. Bartley dissented. Announced Oct. 29.

WWIL-AM-FM Fort Lauderdale, Fla.—Granted transfer of control of license and cp from **Robert I. Horne**, et al., to **South Florida Bcstg. Inc.** (L. M. Browning Jr., president); consideration $106,666. Announced Oct. 29.

WCMI-AM-FM Ashland, Ky.—Granted transfer of control from **George H. Clinton** to **WCMI Radio Inc.** (**Frederic Gregg Jr.**, president); consideration $69,285. Announced Oct. 29.

WINN Louisville, Ky.—Granted transfer of control through sale of 100% of stock of parent corporation, **WINN Inc.**, by **Emile J. Arnold, Robert E. Wasdon, Jack Siegel** and **Glen A. Harmon** to **WBC Inc.** (of which Mr. Harmon is president); consideration $266,500. Announced Oct. 29.

KAUS, KMMT (TV) Austin, Minn.—Granted (1) transfer of control from **Martin Bustad**, et al., to **Black Hawk Bcstg. Co.** (KWWL-AM-TV Waterloo, Iowa); consideration $41,000 and (2) renewal of license of KAUS. Announced Oct. 29.

KLFD Litchfield, Minn.—Granted assignment of cp from **Lee Favreau** to **Frank W. Endersbee**; consideration $3,500 for expenses. Announced Oct. 29.

KUSN St. Joseph, Mo.—Granted transfer of

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FOR THE RECORD CONTINUED

control from **W. N. Schnepp, et al.**, to **Charles H. Norman**; consideration $90,000. Comr. Bartley dissented and stated: "In light of the transferors' representation that they now find it 'impracticable to continue the operation of this particular broadcast facility under the existing corporate and management structure', and in view of the fact that the station was purchased by them in January 1958 for $50,000 and is now being sold for $90,000, I would make further inquiry with a view to determining whether revocation or consent to transfer would better serve the public interest." Announced Oct. 29.

KRAM Las Vegas, Nev.—Granted assignment of license to **KRAM Inc. (Larry Buskett**, president; two stockholders own KIST Santa Barbara, Calif.); consideration $250,000 plus other arrangements including assignor stockholders to be employed as consultants for 5 years at total salary, $25,000. Announced Oct. 29.

WRNB New Bern, N. C.—Granted assignment of licenses to **William W. Jefferay**; consideration $80,000 plus an agreement by assignor's stockholders that neither they nor any members of their families for 10 years will own or control in excess of 10% of outstanding stock of any corporation now or hereafter operating a radio station within 50 miles of New Bern. Announced Oct. 29.

KFGO Fargo, N. D.—Granted assignment of license to **North Dakota Bcstg. Co.** (56% owned by **Jamestown Bcstg. Co.**—KXMC-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck, all North Dakota, and KXAB-TV Aberdeen, S. D.); consideration $150,000. Announced Oct. 29.

WDEH Sweetwater, Tenn.—Granted assignment of license to **William M. Bryan**; consideration $75,000. Announced Oct. 29.

WAGE Leesburg, Va.; WELD Fisher, W. Va.; WSIG Mt. Jackson, Va.; WFVA Fredericksburg, Va.; WINC, WRFL (FM) Winchester, Va.; WAYZ-AM-FM Waynesboro, Pa.; WHYL, WHYL-FM Carlisle, Pa.—Granted assignment of licenses of WAGE and WELD and transfer of control of others listed from **Marion P. Lewis**, widow and executrix of estate of **Richard F. Lewis Jr.** to herself as individual and as trustee for her sons, **John P., David P.** and **Howard P. Lewis**. Announced Oct. 29.

APPLICATIONS

KFSA Fort Smith, Ark.—Seeks transfer of control of licensee (**Fort Smith Bcstg. Co.**) from **Southwestern Radio and Tv Co.** to **Southwestern Operating Co.** Corporate change. No control change. Announced Oct. 29.

KWFC Hot Springs, Ark.—Seeks assignment of license from **Spa Bcstg. Co.** to **Phoenix Co.** for $48,000, license to be assigned irrevocably, assets and facilities to be leased by proposed assignee for five-year term with option to buy at end of term for $16,000. Purchaser is **Harman I. Moseley II**, KWFC general manager. Announced Oct. 24.

KVRH Salida, Colo.—Seeks assignment of license from **Heart of the Rockies Bcstg. Co.** to **Loveland Bcstrs. (William R. Vogel** [85%] and others), for $10,000. Mr. Vogel owns 60% of **WLOV Loveland, Colo.** Announced Oct. 28.

WMT-TV Cedar Rapids, Iowa—Seeks acquisition of positive control (51%) by **American Bcstg. Stations Inc.** through purchase of 2000 shares (2%) from **William B. Dolph**, whose ownership will thereby drop to 29%. Value of stock is to be deducted from amount Mr. Dolph owes for previous purchase of 29,000 shares. Announced Oct. 29.

KFMA Davenport, Iowa—Seeks assignment of license from **KFMA Bcstg. Co.** to **Doralcar Assoc. Inc.** for $85,000. Purchasers are equal partners **Howard Dorsey**, announcer, WGN-AM-TV Chicago, real estate man **Alex J. Clark**, and **Harry F. Alpirn**, retired. Announced Oct. 29.

WJBW New Orleans, La.—Seeks assignment of license from **Louise C. Carlson Inc.** to **Radio New Orleans Inc.** for $175,000. Purchasers: **Sherwood Tarlow** (51%), who has majority interest in **WARE Ware** and **WHIL Medford**, both **Massachusetts**, and **WWOK Charlotte, N. C.**, and minority interest in WLOB **Portland, Me.**, and **WHYE Roanoke, Va.; Joseph Kruger** (24%), who has minority interest in WARE, WHIL, WHYE and WWOK, and **Allan W. Roberts**, who has minority interest in WWOK. Announced Oct. 28.

WMPM Smithfield, N. C.—Seeks assignment of license from **John S. Townsend**, tr/as **Selma-Smithfield Bcstg. Co.**, to **Carolina Bcstg. Service Inc.** for $75,000. Purchasers are equal partners **Ellis C. Barbour**, insurance and real estate, **Charles F. Barry Jr.**, Baptist minister, and **John G. Ciccone** and **Carl E. Lamm**, both salesmen and announcers with WCKB Dunn, N. C. Announced Oct. 24.

WBUT-AM-FM Butler, Pa.—Seeks assignment of license from **J. Patrick Beacom** and **Harold W. Critchlow**, d/b as **WBUT Radio**, to Mr. Beacom, tr/as WBUT Radio, Mr. Beacom is buying Mr. Critchlow's 20% interest for $26,000 plus 40% of accounts receivable as of Nov. 30, 1958. Mr. Beacom also owns **WVVW Grafton** and **WJPB-TV Fairmont**, both **West Virginia**. Announced Oct. 24.

KWYR Winner, S. D.—Seeks transfer of control of licensee (**Midwest Radio Corp.**) from equal partners **William H. Finch, Richard L. David** and **Robert W. Fouse** to **Al Clark** (33.3%), and 16 others, for approximately $25,000. Mr. Clark is KWYR manager. Announced Oct. 28.

WTUC Union City, Tenn.—Seeks assignment of license from **Joe H. Harpole** and **William H. Parks**, d/b as **Obion County Bcstg. Co.**, to **Davy Crockett Bcstg. Co.** for $25,000. Purchasers: **David J. Capps** (40%), WTUC commercial manager in charge of sales; **Don Hickman** (40%), assistant manager of WENK Union City; **Paul Clark** (20%), Pepsi Cola Bottling Co. manager. Announced Oct. 28.

KSWA Graham, Tex.—Seeks assignment of license from **J. Earl Webb** and **Gilbert T. Webb** d/b as **Webb Enterprises**, to **Burney B. Jones** (two-thirds) and **Neil J. Gilligan** (one-third), d/b as **Jones & Gilligan**, for $71,250. Mr. Jones formerly owned one-third of KVOZ Laredo, Tex.; Mr. Gilligan is KVOZ assistant manager. Announced Oct. 29.

WSKI Montpelier, Vt.—Seeks transfer of control of licensee (**Green Mt. Bcstg. Co.**) from **Ellis E. Erdman** et al to **Eben** and **Elinor M. Parsons** and **Daniel B. Ruggles III** and **Elaine P. Ruggles**, each couple 50%, for $105,000. Mr. Parsons is attorney; Mr. Ruggles is commercial manager, WCCM Lawrence, Mass. Announced Oct. 29.

KAYE Puyallup, Wash.—Seeks assignment of license from **Henry Perozzo** and **Alvis Edgar Owens**, d/b as **KAYE Ltd.** to Mr. Perozzo who is buying Mr. Owens' 20% interest for $308, increasing his ownership to 100%. Announced Oct. 28.

Hearing Cases

FINAL DECISION

By order, Commission adopted and made effective immediately Sept. 15 initial decision and granted applicaton of **Valley Bcstrs. Inc.**, for new Class B fm station to operate on 107.3 mc in **Stockton, Calif.** Announced Oct. 29.

INITIAL DECISIONS

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of **Capitol Bcstg. Corp.** to change facilities of station **WCAW Charleston, W. Va.**, from 1400 kc, 250 w, unl., to 680 kc, 250 w, DA unl. Announced Oct. 28.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of **Pacifica Foundation** for new noncommercial educat.onal fm station to operate on 90.7 mc in **Pasadena, Calif.**; engineering condition. Announced Oct. 27.

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of **Pierce Brooks Bcstg. Corp.** to increase daytime power of station **KGIL San Fernando, Calif.**, now operating on 1260 kc, 1 kw, DA-1, unl., to 5 kw and to decrease power to 1 kw, employing its nighttime DA pattern during daytime hours that KPPC Pasadena, Calif., is operating. Announced Oct. 23.

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of **Patrick Henry** and **David D. Larsen** for new Class A fm station to operate on 92.7 mc in **Alameda, Calif.**; engineering condition. Announced Oct. 23.

OTHER ACTIONS

By memorandum opinion and order, Commission denied joint petition by Bay Area Telecasting Corp., City of St. Petersburg, Fla. (WSUN-TV), Suncoast Cities Bcstg. Corp., Tampa Telecasters Inc., and WTSP-TV Inc., applicants for new tv stations to operate on ch. 10 in Largo, Fla., for declaratory ruling waiving co-channel mileage separation requirement of Sect. 3.610(b) to permit them to locate trans. site for channel in northern 3-mile section of the Tampa-St. Petersburg ant. farm area with co-channel separation of 185 miles. These five petitioners and Florida Gulfcoast Bcstrs. Inc., are in comparative hearing. Announced Oct. 29.

By order, Commission dismissed, at request of WDMG Inc. (WDMG), Douglas, Ga., latter's petition for reconsideration of Commission's order of July 16 affirming Feb. 20, 1957 grant of application of Fernandina Beach Bcstrs. for new am station (WSIZ) to operate on 1310 kc, 1 kw, D, in Douglas. Comr. Bartley not participating. Announced Oct. 29.

By memorandum opinion and order, Commission denied petition by Virginian Television Corp., Norfolk, Va., to enlarge issues in Hampton-Norfolk, Va., ch. 13 comparative proceeding to include determination of financial qualification of Peninsula Bcstg. Corp. (WVEC-TV), Hampton; also denied motion by Peninsula to dismiss Virginian petition. Proceeding involves application of WVEC-TV for mod. of cp to change operation from ch. 15 to ch. 13; Tim Brite Inc., to change operation of WTOV-TV Norfolk, from ch. 27 to ch. 13, and Virginian for new tv station to operate on ch. 13. Announced Oct. 29.

By memorandum opinion and order, Commission granted petition by Nick J. Chaconas, Gaithersburg, Md., to extent of enlarging issues in proceeding on applications of Chacanos, Tri-County Bcstg. Co., Laurel, Md., The Eleven Fifty Corp., Capitol Heights, Md., and TCA Bcstg. Corp., College Park, Md., for new am stations to operate on 1150 kc, to determine whether operation proposed by Tri-County would comply with Sect. 3.188(b)(1) of rules relating to adequate nighttime coverage of the business district of city of Laurel; denied petition by Tri-County to enlarge issues. Announced Oct. 29.

By memorandum opinion and order, Commission dismissed as moot petitions by (1) Pacifica Foundation, Pasadena, Calif., to enlarge issues in proceeding on its application and that of University of Judaism—West Coast Branch of the Jewish Theological Seminary, Los Angeles, for new noncommercial educational fm stations to operate on 90.7 mc and 90.5 mc, respectively,

Continued on page 117

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

We expect to have an opening on our staff. It may be soon or it might be ninety days. We would like to correspond with an experienced person who would like to have a permanent position with a good independent station and live in one of the nicest towns in central California. Halfway between Los Angeles and San Francisco. Our choice, a man with creative ability, good voice and the ability to write local news. First class ticket not necessary. Your reply will be treated in confidence. Box 583G, BROADCASTING.

Management

Manager wanted for good small market daytime radio station. Strong on sales. Prefer young family man with proven sales ability seeking first management opportunity. Salary $8,000 to $10,000, annually plus fringe benefits. Furnish detailed information in reply. Box 428G, BROADCASTING.

Sales manager for independent music and news metropolitan market. Box 472G, BROADCASTING.

Unusual opportunity for strong sales executive as assistant manager 5 kw #1 station in market of 130,000 population. Permanent position, excellent income for producer. Box 575G, BROADCASTING.

Sales

Sound progressive western New York indie offers security and opportunity for second salesman in good market. Must be sober, reliable, self starter, team worker. Will get loads of help. Box 269G, BROADCASTING.

Aggressive young man. Also combination salesman-announcer. Box 473G, BROADCASTING.

Salesman—northern Illinois. Excellent opportunity for good producer who loves to sell. Box 534G, BROADCASTING.

Experienced salesman for major Pennsylvania market station. Excellent opportunity with chain organization with reputations for quality and good operation. Draw against commission, plus expenses. Send resume, photo, letter of application and your current monthly billing. Box 570G, BROADCASTING.

KBUD, Athens, Texas seeking salesman with substantial small market experience including announcing. Salary $4,800.00 plus bonus.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Chicago, St. Louis, Newark, now—In these major markets promotion and staff expansion has provided an excellent opportunity now for outstanding sales candidates and one sales manager. Our salesmen earn well into five figures on salary plus commission in 8-station radio-tv chain. Send resume, photo and history of billing to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Announcers

Wanted, fast paced, bright morning man with first phone for major city in southern California. Send tape and complete background to Box 353G, BROADCASTING.

Midwest major market—first phone announcer for all night shift. Must be strong pop man. Send tape, history, to Box 354G, BROADCASTING.

Negro dj for one of the largest cities in the northeast. Do not apply unless you have had experience in one of the top negro programmed stations. Our employes know of this ad. Unusual opportunity for an experienced, mature man who is ready to move up into a major position. Send tape, photo and background. Box 363G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Jack Davis: Anyone knowing the whereabouts of Jack Davis, negro r&b, dj, formerly worked Shreveport, Houston, St. Louis, Detroit—please write immediately. Box 434G, BROADCASTING.

Enthusiastic personality with first phone for aggressive, established kilowatt independent Virginia station. Send tape, resume, references. Box 452G, BROADCASTING.

Top dj-announcer for fast growing station, must have experience and capable in planning a well balanced music program. Top salary to right man. Box 471G, BROADCASTING.

Need 2 announcers for nighttime "Good Music" dj show. 1st class phone a must. Should be available to report to southwest U. S. approximately November 30. Rush tape, snapshot, references, financial requirements, etc. to: Box 490G, BROADCASTING.

Come west young man. Growing stations in thriving southwest community needs experienced, solid disc jockey announcer. Good pay based on amount of experience. Send details and tape to Box 512G, BROADCASTING.

Have opening for experienced, qualified announcer-program director who can be satisfied with a small market station with tremendous potential. We need a right hand man who knows the radio business, who wants to build a good future for himself with our organization. Your background must be able to stand rigid inspection. Box 554G, BROADCASTING.

Station in Texas resort city needs staff announcer with superior voice, authoritative delivery. Box 564G, BROADCASTING.

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 565G, BROADCASTING.

Staff man for station in metropolitan Pennsylvania market. Wide awake expanding chain operation with best opportunities for advancement. Applicants must have minimum of 2 years of staff experience, must be available for personal interview, must have excellent employment history. Send tape, photo, resume. Box 569G, BROADCASTING.

Combo first phone with experience. Announcing experience either country or pop. Permanent position available immediately. 1000 watt independent. Must be experienced. Salary $100 per week. Call collect Richland, Virginia, Woodlawn 1-4066.

Top Texas independent needs combination announcer-engineer for midnight to 6 A.M., six days weekly. No maintenance, must have first class ticket. Send tape or write: William Duke, KDSX, Denison, Texas.

Locate in Pacific northwest! 5000 watt CBS affiliate, part of fast-expanding Cascade Broadcasting Company, wants strong voice with 1st ticket. Staff announcer position open now! Opportunity for advancement into company management for right man. No top-40 dj's need apply. Send tape, background resume to Rex Heninger, KIMA Radio, P. O. Box 702, Yakima, Washington.

Wanted immediately. Announcer with first phone, emphasis on announcing. Excellent opportunity with well established station. Call KOJM, Havre, Montana. Phone 1096.

Central California radio station KSBW has immediate opening for traffic-continuity-announcing. Need man with diversified copy writing experience and knowledge of radio traffic for number one station in area. Submit complete information, including sample copy for various types of accounts, photograph, and tape at 7½ rpm to KSBW Radio, P.O. Box 1651, Department D, Salinas, California.

Need versatile staff announcer and adult dj. No top 40 and no floaters. Possibility some tv work. Send details including snapshot and tape with news commercials and dj work, to Manager, KSWS, Box 670, Roswell, New Mexico.

RADIO

Help Wanted—(Cont'd)

Announcers

Capable announcer from west, good morning record show background for network station. New management needs right man. Send personal background, photograph, tape to George Anthony, Manager, KXLY, West 315 Sprague Avenue, Spokane, Washington.

Wanted, staff announcer and morning man. Must be experienced. Paid vacation, insurance, etc. Send tape and resume plus picture to WARK, Hagerstown, Maryland.

If you have had two or three years (or more) commercial experience in general announcing, WDBM, Statesville, North Carolina, would like to meet you and discuss hiring you. Contact Clay Cline, TRiangle 2-2455.

WFRL, Freeport, Illinois, is increasing staff and wishes to hire an experienced announcer for straight staff work. 48 hour week, overtime after 40 hours. Paid vacations, free insurance, straight shifts, daytime operation with chance of new man being assigned to sign-on. Write or call Bud Walters.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

Morning man with first ticket. Ideal working conditions, salary. WRUM, tel. 1057, Rumford, Maine.

Girl dj's wanted. We need 3 attractive female dj's for pop music stations in our chain. Following are musts: Attractive, pleasing voice, over 18 and under 36, experienced in commercial air work, able to run own board, willing to travel some, available approximately November 24. Sorry, no jobs for husbands, boy friends or expectant mothers. Rush full resume, character and ability references, photo, tape, financial and other requirements to (Mr.) Connie B. Gay, Town & Country Network, Arlington, Va.

Technical

Experienced am, fm engineer, very light announcing. If you know your business and are reliable, you start at $450 a month at this southern Illinois station. Mail complete resume to Box 576G, BROADCASTING.

Wanted: Combination salesman, first phone. Excellent opportunity in growing radio chain. Box 1405, Great Falls, Montana.

Wanted immediately, experienced first class engineer for 1 kw daytimer with fm and stereo. Permanent position. No drunks or floaters. Combination hillbilly personality and engineer desirable, but not necessary. Contact J. L. Solomon, WAUG, Bon Air Hotel, Augusta, Ga.

Chief engineer for 250 watt fultime independent. Experience in maintenance and construction necessary. Man who likes to work. We are top station in market and pay top salary. Installation and knowledge of radio business essential. Write or call Val Carter, WDOT, Burlington, Vermont.

Chief engineer. Must do maintenance! Announcing helpful. Top pay for right man. Immediate opening. WLAS, Jacksonville, N.C.

Announcer-first class engineer for mountain studio-transmitter. Single, car, like good music, be able to live and work well with others. Liberal time off. Send tape, references, salary requirements to WMIT, Charlotte, N. C.

RADIO

Situations Wanted

Send copy for free sample production spot by Gene Bardo, Productions, WDIX, Orangeburg, S. C.

RADIO

Situations Wanted—(Cont'd)

Jock Laurence and the voices in the news. Now featured by over half a hundred radio stations coast to coast. Laurence gives you exclusive news in crisp 45 second capsules for spotting in your local newscasts. His long distance calls a.m. and p.m. daily bring your listeners from your Washington newsroom, Jock Laurence and the voices of the newsmakers themselves. You tape each informative news capsule live with your call letters. Call or write for reference stations and tape a timely audition. 1701 16th Street, N.W., Washington, D. C., ADams 2-0254 and ADams 2-8152.

Management

Louisiana man seeking job manager, small station southern states only. 32, married; available immediately. Box 368G, BROADCASTING.

Energetic young man seeks position as assistant manager-program director of small market radio station. Eight years experience in radio-tv, all phases, announcing, writing, air personality work. Can operate own board. Third class ticket. College grad, could invest. Box 516G, BROADCASTING.

Manager, fifteen years experience, desires permanent opportunity to make and share profits. Box 528G, BROADCASTING.

Broad experience, small station operation. Capable hard working. Seeking step up to managerial position. Reply Box 536G, BROADCASTING.

Honest, hard-working, aggressive radio veteran. 20 years, all phases except technical. Family man, 40. Civic, church, service club leader. Now with fine organization northeast, but no advancement possible. Wants to manage small station or assist at larger one. Box 540G, BROADCASTING.

Manager. Experienced programming, sales, promotion. Available immediately. Box 543G, BROADCASTING.

Sales manager, suitable, good size market. Local and national assignment. Box 562G, BROADCASTING.

Managerial position wanted by young family man with 10 years experience. Presently with indie in Chicago area. Efficient in all respects. Box 577G, BROADCASTING.

Successful employed management will invest money in your station and make money for both of us. Prefer market of 50-100 thousand. Box 582G, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 522G, BROADCASTING.

Sales. Experienced all phases broadcasting. Young, ambitious, permanent. Box 544G, BROADCASTING.

Announcers

Announcer, third class ticket, 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Experienced announcer, program director, sales, prefers southern states. Married, 32. Minimum $400.00. Box 369G, BROADCASTING.

Experienced negro dj's. R&B or religious. Prefer work Alabama, Florida, Georgia, Louisiana, Texas. Now working. Box 408G, BROADCASTING.

When the lights go on I go to work and, "Music is my beat." Relaxed late evening jockey—single but dependable. Box 427G, BROADCASTING.

DJ, 1 year experience. Married, 21, draft free. Will consider any locality. Box 437G, BROADCASTING.

Salesman—announcer. Married. Excellent references. Southeast or west preferred. Box 453G, BROADCASTING.

Morning man with 15 years of know-how available. Cue-ins, etc. Box 454G, BROADCASTING.

Country music dj, recording artist, nationally known, top man, 29, sober, reliable, best references, know radio promotion, production, desire to relocate. Box 510G, BROADCASTING.

Warm, enthusiastic personality. Strong on "sell". Skillfully trained. Prefers Texas. Salary secondary. Tape sent immediately. Box 514G, BROADCASTING.

Seven years, solid references. Knows standard and formula radio. All phases air work. College and veteran. Program director experience. Box 518G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 519G, BROADCASTING.

Girl—dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 520G, BROADCASTING.

Personality-dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 521G, BROADCASTING.

Radio personality—2 years experience at same station. All phases of announcing. Box 526G, BROADCASTING.

Good music or jazz jockey, experienced; best voice. Have road map, will travel. Box 527G, BROADCASTING.

Announcer-dj, young, experienced, free to travel, tape and resume. Box 530G, BROADCASTING.

Announcer-dj. 43, married, reliable, sober. 7 years experience all phases radio. Professional musician. Civic leader. High type station only. Prefer New England. Box 533G, BROADCASTING.

Versatile-capable, eleven years combo-op, dj. Four years chief. Strong air-salesman. Handled all phases news, interviews, remotes. Desires solid position where versatility, effort pays. Reply Box 537G, BROADCASTING.

Morning personality dj must relocate east or midwest for family health reasons. Best ratings in top markets. Family man, nationally known writer looking for future in clean operation in competitive market. Best references. Available immediately. Box 538G, BROADCASTING.

DJ-announcer, 27, experienced. Prefer midnight spot south of Mason Dixon line. Available immediately. Box 539G, BROADCASTING.

Young man wants to work! Travel anywhere at once. Runs own board,and will write or sell. Tape and resume on request. Box 545G, BROADCASTING.

Announcer 1st phone, no maintenance, $80. Available now, no car. Box 546G, BROADCASTING.

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Experienced, versatile announcer. Midwest. Box 550G, BROADCASTING.

Play-by-play staff announcer: experienced, seek active and progressive sports station, family man. Box 555G, BROADCASTING.

Announcer with 50 kw. Past, four years experience. Deep resonant voice, reliable, single, draft deferred, looking for sound station in mideast, prefer Michigan, Ohio. Experienced publicity, contact, pd work. Air mail reply. Box 557G, BROADCASTING.

Announcer-dj, experienced. Suitable larger market. Music, news, commercials, copy. Box 558G, BROADCASTING.

Personality-dj; strong commercials, gimmicks. Operate board. Steady, reliable, cooperative. Box 559G, BROADCASTING.

Negro dj. Good training and background. Operate board. Versatile. Box 560G, BROADCASTING.

Disc-jockey. College graduate. 21 years old. Like playing top 40 and rock and roll. Box 566G, BROADCASTING.

Girl announcer—good selling voice. Can do disc-jockeying, women's shows, copywriting, tape upon request. Box 567G, BROADCASTING.

Announcer wants to relocate. Heavy sports, dj, news. Operate board. Vet., college. Box 571G, BROADCASTING.

New personality announcer, NYU training in CBS method. Will relocate. Salary open. Box 573G, BROADCASTING.

Desire permanency with swinging "Gung Ho" type radio and/or tv operation. Authoritative newscaster; good commercial man; adult dj knows good music. 3 years radio—year tv. Dependable, references, family, veteran. Please be specific. Box 574G, BROADCASTING.

Personality dj, news, commercials, production minded, 2½ years midwest radio with television, former musician, relaxed style, married, veteran. Box 579G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Stop: Experienced dj—2½ years, young, married, vet, knows music, board, desires larger market. Midwest. Box 580G, BROADCASTING.

Available immediately, one announcer, one sales man, both experienced. Prefer working as team. Contact Henry G. Boldyzar, RD#2, Belle Vernon, Pa. Phone West Newton 6343R4.

Fully experienced announcer-newscaster, Casualty. November 16th CBS O&O Hartford foldup, 30, journalism background, consistently highest ratings, top sponsors, strong voice, good appearance. Prefer news but will accept staff. Kindly write: Jack Borden, 10 Daniel Blvd., Bloomfield, Conn.

Colored dj experienced control board, commercials. Louis E. Lyon, Route 1, Box 70, Apex, N. C., ELgin 4-3883.

This announcer with four years experience in all phases of radio and televison is currently doing radio news. 30 years of age, married, desires to relocate. Would prefer to stay with news but will consider staff work. Has worked for me for past 2½ years and I can highly recommend him. C. R. Thon, WEEX, Easton, Pennsylvania. Phone 6155.

Technical

Engineer-1st phone. Ten years radio experience. Transmitter maintenance and control room operation. Also interested in learning television. Will relocate anywhere. Box 378G, BROADCASTING.

Ten years engineering, with references. Willing to travel. College, and veteran. Knows am and fm. Finest of background. Box 517G, BROADCASTING.

Experienced engineer would like opportunity in am fm operation with tv affiliate. Four years experience all phases radio, no tv but desires to learn. 24, tech school graduate, draft exempt, will travel anywhere. Box 535G, BROADCASTING.

Maintenance engineer desires permanent position. Five years on last job. Experienced to five kw fm and am. Box 549G, BROADCASTING.

Chief engineer. Reliable family man. Experienced construction, maintenance, directionals, remote control. No announcing. Box 568G, BROADCASTING.

Production-Programming, Others

Newsman-announcer. 5 years experience, desires to relocate. Prefer east. Now employed in Virginia. English journalism degree. Age 24. Draft-exempt. Tape, references, resume on request. Box 513G. BROADCASTING.

News director, gather, write and deliver news, with authority, background radio-tv, college, married, vet, desires the midwest. Box 531G, BROADCASTING.

Newsman—7 years radio-newspaper experience, now employed, competent reporter, writer, professional delivery, college, best references, interested radio and/or tv. Box 552G, BROADCASTING.

Radio-tv newsman-announcer-photographer-pd. Major eastern, midwest experience. Box 572G, BROADCASTING.

Dynamic sportscaster, salesman, newsman. Basil deSoto, 1801 Coldwater Canyon, Beverly Hills, California. Crestview 5-8592.

Program director. Young family man, nine years broadcasting experience, would like opportunity in programming, management, radio or television. Prefer California. Background of successful radio-tv air work, writing, producing, with stations in key midwest markets. Top references. Now heading radio-tv department in ad agency. Write—1617 60th St., Des Moines, Iowa. Phone CR 4-1678.

TELEVISION

Help Wanted

Sales

California small market 3 network vhf station KSBY-TV needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P. O. Box 1651, Salinas, California.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Wanted: Top flight news and staff announcer. Good pay, permanent. Will consider radio announcer seeking tv opportunity. Send tape, recent photo or snapshot, full details. Burton Bishop, KCEN-TV, Temple, Texas.

Technical

Wanted: Man with first class license to work in television. No phone calls. Please send snap shot and references. WINK-TV, Fort Myers, Florida.

Production-Programming, Others

Accountant/office manager. Tv/radio. Live in beautiful Cedar Rapids. Only first rate man experienced in all phases accounting need appiy. 5½-day week. State experience and requirements. Contact Redd Gardner. General Manager, KCRG-TV, Cedar Rapids, Iowa.

Film editor-director, experienced, young, aggressive. Send photo and resume to Mr. Robert Shehtanian, KLRJ-TV, Box 550, Las Vegas, Nevada.

TELEVISION

Situations Wanted

Management

National and local sales manager regional am and full-power vhf desires better future potential. Fifteen years experience. Excellent personal and business references. Family man who knows value of public relations and participation in community affairs. Desire connection with top-flight organization. Present salary in excess of $12,000.00. Reply Box 553G, BROADCASTING.

Sales

Fifteen years broadcasting experience. Desire permanent sales post, major market. Box 529G, BROADCASTING.

10 year-experienced sales management executive desires commercial manager position vhf network affiliate. Excellent sales history. Best references. Box 563G, BROADCASTING.

Announcers

Need a good, reliable television announcer? Fine job in booth, on-camera news, commercials and sports. Presently employed. 28, vet, married, stable. Prefer east, southeast. Box 542G, BROADCASTING.

Announcer-producer. TV, film, radio experience. News, sports, commercials. Versatile. Box 561G, BROADCASTING.

Production-Programming, Others

Humble and hungry production crew available—3 announcers, 4 dir-cameramen and film director. News, kids personalities, weathermen. Can organize from ground up. Ample supervisory experience among crew. Box 423G, BROADCASTING.

East coast—Newsman with talent. Effective radio-tv delivery. Professional writing style. A trained reporter who knows his business. Box 524G, BROADCASTING.

Hard working, capable, announcer - director, weatherman, children's personality, cartoonist. Over four years television experience, college grad. Recently available due to staff cutback. Desire permanent position with progressive station. Contact John M. Schinker, 6556 Sprague Street, Omaha, Nebraska. Telephone GLendale 4499.

FOR SALE

Stations

To successful operator only, kw daytimer, by original owner $85,000, $25,000 down, balance $1,000 monthly. Has been a money maker since opening nine years ago. Good Southern market. Write Box 460G, BROADCASTING.

UHF station southern city. One vhf in area. Equipment buildings, land, etc. Inventory value over $150,000-$75,000 nothing down, $1000 to $2000 monthly. Must be financially responsible. Box 548G, BROADCASTING.

Florida station, absentee ownership. $14,500 down. Daytime, single station market. Box 551G, BROADCASTING.

North Texas money making station for lease to qualified applicant. 208 West Burton St., Sherman, Texas. Phone. TW-31021.

FOR SALE—(Cont'd)

Stations

East Texas regional daytime. Making money. $45,000. Some terms. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our **free** bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Large market stations: Rocky Mountain, $500,000; Florida, $500,000; midwest, $225,000; eastern (2), $200,000; $275,000. Chapman Company, 1182 West Peachtree, Atlanta; 1270 Avenue of Americas, New York; 33 West Micheltorena, Santa Barbara, California.

West Texas top market fulltime. $55,000 very liberal terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

150 mile radius of New York City, profitable station, competition free market, $200,000 with 29% down. Chapman Company, 1270 Avenue of Americas, New York.

East Texas regional, single market. $60,000. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

California medium and large market fm stations (2), terms. Chapman Company, 33 West Micheltorean, Santa Barbara, California.

Equipment

One Tapak recorder, complete; records with broadcast quality, erases, monitors, rewinds. In a No. 1 condition, complete, except less batteries; first $150.00 buys. KTBB, Tyler, Texas.

Rust remote control model RI-108. Excellent condition. Reasonably priced. WBLJ, Dalton, Ga.

Complete Dumont 1 kw uhf television transmitter. Good condition. The first $5000 check buys it, subject to buyer's inspection. WNOW, Box 1747, York, Pennsylvania.

200 ft. Stainless guide tower, including lights, flasher. etc., complete dismantled for $1,300.00 or as is standing for $1,000.00. Contact Radio Station WQIK, Jacksonville 6, Florida.

Gray Telop No. 2 projector—complete with accessory tape puller. Original cost: $3900. Excellent condition, available because of merger of two stations. $1500. General Electric iconoscope film chain complete. Make offer. WTCN, 2925 Dean Boulevard, Minneapolis, Minnesota.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders; regrinding, repair, etc., BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

Ampex model 350 portable 3 channel stereophonic recorder. Used as a demonstrator only. Price new—$3,000.00. Will sell for $1,600.00. W. E. Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

GE-250 watt fm transmitter. Model 4BT-1-B. Four bay antenna. GE type BY-4-A frequency and modulation monitor. GE type BM-1-A spare tubes. 350 feet Andrew coax. All in A-1 shape. Write R. A. Switzer, Box F, Foley, Ala. Phone WH-33531.

WANTED TO BUY

Stations

Want all or part am station: prefer northeast. Down payment $20,000. Full details please. Confidential. Box 426G, BROADCASTING.

Present owners-operators wish to purchase their second small market am station. All replies in strictest confidence. Write Box 497G, BROADCASTING.

Reliable principals will buy radio station in market of 35,000 or larger. You will find us easy to work with, confidential. Write Box 511G, BROADCASTING.

AM stations wanted in Jackson, Little Rock and Birmingham. Will pay up to $225,000 each. Box 523G, BROADCASTING.

WANTED TO BUY

Stations

Want 100% or control profitable am. Prefer midwest or west. 20 years successful management. Give facts first letter. Box 556G, BROADCASTING.

Experienced individuals desire purchase of medium priced radio property. Can make substantial down payment and furnish excellent financial statement. Prefer south-western states location. Direct negotiations preferred but brokers invited to reply. Box 578G, BROADCASTING.

Equipment

Used field intensity meter—broadcasting band Must be in good condition. Contact 364G, BROADCASTING.

Wanted. Used 250 watt fm transmitter, monitor. State price, condition. Also other studio eqiupment Reply Box 494G, BROADCASTING.

Used 2000 mc, 10 watt microwave transmitter and receiver. 6 to 10 foot dish. Reply Box 541G, BROADCASTING.

Wanted: Used 250 watt am transmitter, remote control system, console, turntables, tape machines, limiter, and am frequency and modulation monitors. Send specifications and prices to Box 511, Poteau, Okla.

Wanted short wave transmitter, 500 watts in 6185 kcs for 50 cycles. Address: Vocero Mexicano, S.A., Bucareli 109, 3er piso Mexico 6, D.F. Mexico.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. **Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.**

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Help Wanted

NEEDED IMMEDIATELY

FULL STATION STAFF

Top morning man, disc jockeys, engineers, combo's, salesmen, copy and traffic girls for 5000 watt daytimer in Miami, Florida. Send tapes, resumes, and salary requirements to M. Woroner, 10485 Southwest 112 Street, Miami, Florida.

RADIO

Help Wanted—(Cont'd)

Sales

WANTED

Sales Manager type. Under 30. Familiar with RAB materials. Excellent salary. Best potential in our business. Able to travel. Educable. Contact:

Warren Boorom
RAB, 460 Park Ave.,
New York City

FINE POSITION

For a man who can successfully sell educational films in the D. C., Maryland area and represent us at Government levels in Washington. A vital, stimulating, growing, prestige organization. Give background, financial requirements.
Box 584G, BROADCASTING

Announcers

CENTRAL CALIFORNIA
RADIO STATION KSBW

Has immediate opening for traffic-continuity-announcing. Need man with diversified copy writing experience and knowledge of radio traffic for number one station in area. Submit complete information, including sample copy for various types of accounts, photograph, and tape at 7½ rpm to KSBW-Radio, P. O. Box 1651, Department D, Salinas, California.

Outstanding air personality with accent on "sell" for top indie in top market. Info salary and tape immediately to
PROGRAM DIRECTOR
P.O. Box 5111, Charles Nagel Station
St. Louis 15, Missouri

Technical

CHIEF ENGINEER

Top station in large Florida market. Excellent opportunity. Announcing ability desirable but not necessary. Experience and references required.

Box 581G, BROADCASTING

TELEVISION

Help Wanted

This advertisment is addressed to personnel in television stations who may have health problems, either personally or in their families, which require warm dry climate for alleviation or cure together with a job in tv. KIVA, Yuma, Arizona, with sales office at El Centro, California and serving Yuma and Imperial Valley with full power and carrying all three networks presently needs a good, first class engineer competent at maintenance of DuMont and GE equipment and switching. Yuma is a growing community with inexpensive housing with fishing and hunting nearby, both in Northern Mountains of Arizona and in nearby Mexico. Yuma has a climate like Miami Beach for about 8 months but in the summer it is hot. However homes, offices, tv station and many automobiles are refrigerated, so actually there is little concern for heat at the "Hottest TV station in the Nation," than in high humidity areas. In addition to present need of engineer this station wishes to build list of personnel who anticipate need of reaching kind of climate so frequently recommended by eastern and northern doctors. Whatever job you perform in TV, if you have this kind of problem in your family, let us know and, one day, we might have an opening to satisfy our mutual needs and help you solve your health problems. Applicants for open engineer job, if qualified, may call collect to Blake Ramsey, Chief Engineer, State 6-8311. Others write Harry Butcher, KIVA, Box 1671, Yuma, Arizona.

Sales

California Small Market
3 Network VHF Station
KSBY-TV

Needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P.O. Box 1651, Salinas, California.

TELEVISION

Situations Wanted

Production-Programming, Others

TOP DRAWER
TV DIRECTOR

CBS O&O seven year director. All programs—accent on news. Single. Prefer Eastern market. Available November 15th on closing of Hartford station. Write or wire: Jack Bell, 268 Booth Ave., Englewood, N. J.

MISCELLANEOUS

ATTENTION

If a **Victor Lee Adams (Vik Adams)**, SS #259-52-1301 apply for position as announcer, or a **Robert Goss Davis (Bob Touchstone)**, or you know anything of these two men, call Manager, WVMI, Biloxi, Mississippi, Idlewood 2-7001 IMMEDIATELY, collect.

FOR SALE

Equipment

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

WANTED TO BUY

Stations

WANTED

Radio Station in a growing market, with $100,000 to $200,000 gross. Young men, currently holding management positions are looking for career opportunity as owner-managers. Considerable capital available for cash or term settlement. References furnished as to responsibility.
Box 418G, BROADCASTING.

EMPLOYMENT SERVICE

A Specialized Service For
Managers — Commercial Managers
Chief Engineer — Program Managers
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

OVER ONE HUNDRED POSITIONS
TO BE FILLED IN THE DYNAMIC
NEW SOUTHEAST! ! !
RADIO—TV—ADVERTISING
Write—Wire—Phone JA 5-4841
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
IMMEDIATE REPLY REQUESTED

Dollar

for

Dollar

you can't

beat a

classified ad

in getting

top-flight

personnel

and to dismiss University application, and (2) by University to amend its application and to dismiss Pacifica application. University dismissed its application on Oct. 14. Announced Oct. 29.

By memorandum opinion and order, Commission denied motion by Young People's Church of the Air Inc., to enlarge issues in proceeding on its application and that of WJMJ Bcstg. Corp. for new Class B fm stations to operate on 104.5 mc in Philadelphia, Pa., but, on own motion, enlarged issues to inquire into comparative coverage of proposed stations. Announced Oct. 29.

By memorandum opinion and order, Commission (1) denied request by Capitol Bcstg. Co. WJTV (TV) Jackson, Miss., that Supreme Bcstg. Co., Inc. (WJMR-TV, ch. 20), New Orleans, La., be directed to cease operation immediately of its experimental tv station on ch. 12; (2) cancelled Supreme's experimental license effective Jan. 1, 1959; (3) denied request of Supreme for oral argument, and (4) designated Supreme application for experimental authorization for evidentiary hearing in accordance with May 22 decision of Court of Appeals. Announced Oct. 29.

Commission designated for consolidated hearing applications for new am station in California of Gralla and Gralla to operate on 840 kc, 250 w, D, n Tujunga; South Coast Bcstg. Co., 890 kc, 1 kw, D, Laguna Beach; Southland Communications Co., 900 kc, 250 w, DA, D, Anaheim; J. J. Flanigan, 830 kc, 1 kw, D, Fontana; Gordon A. Rogers, 860 kc, 5 kw, DA, D, Colton; San Luis Rey Bcstg. Co. 820 kc, 500 w, DA, D, Newport Beach; Upland Bcstg. Co., 900 kc, 250 w, DA, D, Upland; and Cannon System Ltd., to increase power of KIEV Glendale, from 250 w to 10 kw, continuing on 870 kc, D; denied requests of Gralla and San Luis Rey for additional time in which to amend their applications. Announced Oct. 29.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross on October 23

Granted petition by Shelby County Bcstg. Co., Shelbyville, Ind., for extension of time to Oct. 31, to file opposition to petition by Rounsaville of Cincinnati Inc. (WCIN), Cincinnati, Ohio, to enlarge issues in proceeding on their am applications.

By Chief Hearing Examiner James D. Cunningham on October 24

Scheduled hearings on dates shown in following proceedings: Ralph Luke Walton for am facilities in Indianapolis, Ind.; Frank James and San Mateo Bcstg. Co., for fm facilities in Redwood City and San Mateo, Calif., on Dec. 17.

On own motion, ordered that oral argument on petition by KISD Inc. (KISD), Sioux Falls, S. D., for leave to withdraw its protest in matter of transfer of control of Sioux Empire Bcstg. Co. (KIHO), Sioux Falls, will be held at 9 a.m., Oct. 28.

By Hearing Examiner Isadore A. Honig on September 24

Issued order following prehearing conference in matter of application of Blue Island Community Bcstg. Co., for fm facilities in Blue Island, Ill.; continued hearing from Nov. 17 to Dec. 16.

By Hearing Examiner H. Gifford Irion on October 27

Granted request by Norman O. Protsman, Valdosta, Ga., for continuance of hearing from Oct. 29 to Dec. 15 in proceeding on his am application.

By Hearing Examiner Thomas H. Donahue on October 23

Granted such part of petition by Peoples Bcstg. Co. as it relates to continuance of hearing on am application of Fall River Bcstg. Corp. (KOBH), Hot Springs, S. D., and continued hearing indefinitely; cancelled prehearing conference scheduled for Oct. 23.

By Hearing Examiner Charles J. Frederick on October 23

Granted motion by Enterprise Bcstg. Co., Fresno, Calif., for various corrections to transcript in proceeding involving its am application, et al.

By Hearing Examiner Herbert Sharfman on October 23

On own motion, ordered that unless objection is made within 5 days the transcript of remarks of hearing examiner at prehearing conference of Oct. 15 on application of Jane A. Roberts (KCFI), Cedar Falls, Iowa, is corrected in various respects.

By Commissioner John S. Cross on October 21

Granted petition by Livesay Bcstg. Co. for extension of time to Nov. 7 to file oppositions or other pleadings to petition to intervene by Plains Television Corp., and to petitions to enlarge issues by Plains and Prairie Television Co., in proceeding on applications of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), for renewal of license and Livesay Bcstg. Co. for new tv station to operate on ch. 10, both Terre Haute, Ind.

By Hearing Examiner Jay A. Kyle on October 21

On own motion, scheduled further prehearing conference for 2 p.m., Oct. 23, in proceeding on fm applications of Baltimore Bcstg. Corp., and Commercial Radio Institute Inc., both Baltimore, Md.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Oct. 29

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,258	44	100	576
FM	681	31	103	67
Tv (Commercial	428[1]	80[2]	111	100

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Oct. 29

	VHF	UHF	TOTAL
COMMERCIAL	427	81	508[3]
NON-COMMERCIAL	27	8	35[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30

	AM	FM	TV
LICENSED (all on air)	3,258	536	428[1]
CPs ON AIR (new stations)	32	25	78[2]
CPs NOT ON AIR (new stations)	101	98	110
TOTAL AUTHORIZED STATIONS	3,391	659	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	449	39	49
APPLICATIONS FOR NEW STATIONS (in hearing)	108	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	557	68	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	381	24	42
APPLICATIONS FOR MAJOR CHANGES (in hearing)	43	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	324	24	58
LICENSES DELETED	0	1	2
CPs DELETED	2	0	2

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

By Hearing Examiner Isadore A. Honig on October 21

Continued hearing from Nov. 28 to Dec. 5 in proceeding on am application of Johnston Bcstg. Co., Pensacola, Fla.

By Hearing Examiner Elizabeth C. Smith on October 21

Upon oral motion by counsel for applicant and with consent of all other counsel, continued hearing from Oct. 22 to Dec. 3 in proceeding on fm application of Harold Lampel, Garden Grove, Calif.

By Hearing Examiner Charles J. Frederick on October 22

Scheduled prehearing conference for 9 a.m., Nov. 13, in proceeding on am application of Irving Braun (WEZY), Cocoa, Fla., for mod. of cp.

On own motion, scheduled oral argument for 9 a.m., Nov. 3 on (1) petition by Kenneth C. and Misha S. Prather for leave to amend their application for new am station in Boulder, Colo., and (2) request by KDEN Bcstg. Co. (KDEN), Denver, Colo., respondent, for additional 60 days to take measurements.

By Hearing Examiner Millard F. French on October 22

Granted motion by South County Bcstg. Co., Wickford, R. I., and continued prehearing conference from Oct. 23 to Nov. 12, and hearing scheduled for Nov. 12 is continued to date to be set by subsequent order in proceeding on its am application.

PETITION FOR RULE MAKING DENIED

Georgia State Department of Education, Atlanta, Ga.—Petition requesting amendment of rules by institution of rule making so as to reserve vhf ch. 8 at Waycross, Ga., for educational use and retain uhf ch. 16 at Waycross for commercial station. Denied by memorandum opinion and order adopted Oct. 15, 1958, and released Oct. 17, 1958.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of October 24

KVII (TV) Amarillo, Tex.—Granted license for tv station; ERP vis. 45.7 kw, aur. 22.9 kw, ant. 840 ft.

WANE-TV Fort Wayne, Ind.—Granted license for tv station and redescribe trans. and studio locations.

WNIC (FM) DeKalb, Ill.—Granted mod. of license to change name to **Northern Illinois University.**

KSWS-TV Roswell, N. M.—Granted cp to change studio location (inside city limit); ERP vis. 316 kw, aur. 182 kw (main trans and ant.), and cp to maintain ant. incorporated in STA granted 2-8-57 as aux. ant. at main trans. site.

KGPO (FM) Grants Pass, Ore.—Granted cp to decrease ERP to 1.3 kw, install new type ant. and increase ant. height to 475 ft.

WCHU (TV) Champaign, Ill.—Granted mod. of cp to change ERP to vis. 5.5 kw, aur. to 2.96 kw, trans. and studio location, type trans. and ant., and make other equipment changes; ant. 140 ft.

WAGM Presque Isle, Me.—Granted mod. of cp to change ant.-trans. site.

KRWC Forest Grove, Ore.—Remote control permitted.

WFMQ Chicago, Ill.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: KOPR-TV Butte, Mont., to 5-11-59; KNOP (TV) North Platte, Neb., to 11-15; WPTZ (TV) North Pole, N. Y., to 5-1-59; WPTT (TV) Augusta, Me., to 5-1-59; WSPD-TV Toledo, Ohio, to 5-2-59 (main trans. & ant. and aux. trans.); WGTV Athens, Ga., to 5-5-59; WFKB Key West, Fla., to 1-31-59; KDOG (FM) La Habra, Calif., to 1-10-59, and KAKC Tulsa, Okla., to 12-31.

Actions of October 23

WMNI Columbus, Ohio—Granted license for am station and specify studio location.

KACY Port Hueneme, Calif.—Granted license for am station and specify studio location same as trans

KMON Great Falls, Mont.—Granted license covering installation of new type trans. as aux. trans. at present main trans. site; remote control permitted while operating nondirectional.

WINR Binghamton, N. Y.—Granted license covering changes in directional ant. system (main trans.).

KFOX Long Beach, Calif.—Granted license covering change in ant.-trans. location, installation new ant. and trans.; remote control permitted.

WXYZ-TV Detroit, Mich.—Granted cp to change studio and trans. location (location of main trans. and ant. (aux. trans. and ant.).

KICD Spencer, Iowa—Granted cp to install new ant. and present main trans. for aux. purposes at main trans. site; and cp to install new type trans.

WRBI Fair Lawn, N. J.—Granted extension of completion date to 1-15-59.

KBEV Portland, Ore.—Granted extension of completion date to 4-1-59.

Actions of October 22

K70BA Lewiston, Idaho—Granted license for tv translator station.

WKYT (TV) Lexington, Ky.—Granted cp to change ERP to vis. 195 kw, aur. 97.7 kw, redescribe trans. and studio location (not a move), add power amplifiers to trans. and make other equipment changes.

KWSD Mt. Shasta, Calif.—Granted mod. of cp to change type trans.

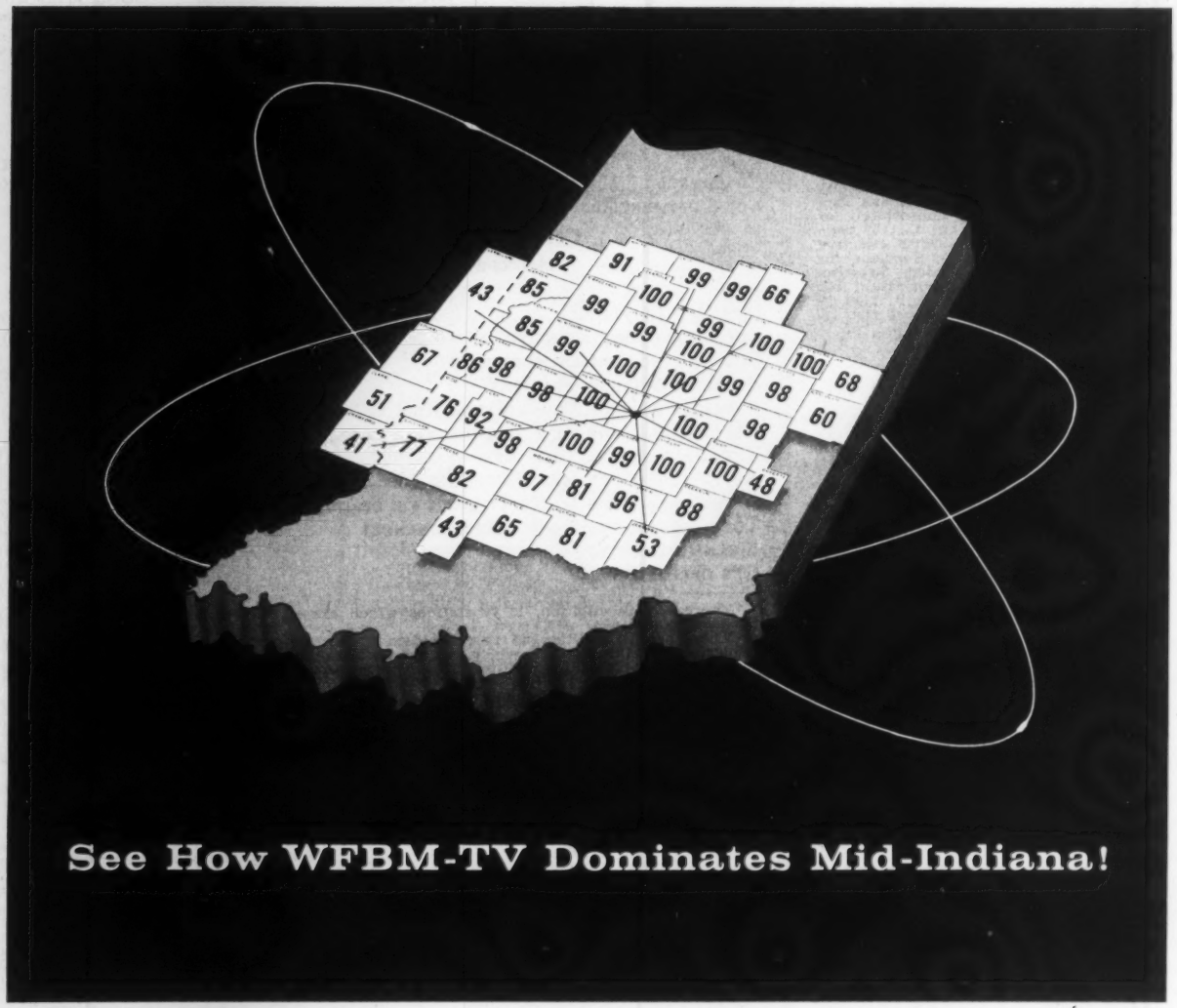
WNCN (FM) New York, N. Y.—Granted authority to modify trans.; condition.

WDLP-FM Panama City, Fla.—Granted authority to remain silent for period of 6 months.

Actions of October 21

American Bcstg.-Paramount Theatres Inc., New York, N. Y.—Granted cp and license for 2 low power (0.15 w) auxiliaries on 26.10-26.48 mc to be used with WABC-AM-FM-TV New York, N. Y.

WTOC Savannah, Ga.—Remote control permitted while using non-directional ant. (main and aux. trans.).



See How WFBM-TV Dominates Mid-Indiana!

First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration — *map shows county percentages measured by Nielsen Coverage Study No. 3, Spring 1958.*

where else . . .

— will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?

— does a central market exert such an economic pull on so *many* specific areas that are retail trading centers in their own right?

— do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!

— can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

only here — where WFBM-TV is *first* in Mid-Indiana — can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Now it will pay you to take another longer, *better look! We are proud of our current ARB . . .* and of course we have 100% in Marion County, too!

The Nation's 13th Television Market
. . . with the only basic NBC coverage of 760,000 TV set owning families.

Indianapolis itself — Major retail area for 18 richer-than-average counties. 1,000,000 population — 350,600 families *with* 90% *television ownership!*

11 Satellites — Each a recognized marketing area — and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the **KATZ** Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

from **GEORGE J. ABRAMS,** *v.p., Revlon Inc., and chairman, radio-tv committee, Assn. of National Advertisers*

Separating who from what in advertising

Seeing the other fellow's point of view is always desirable, but in few places does the concept have more significance than in advertising—where the person of true objectivity could be hopping mental fences all day long to catch the view from the other side.

The advertiser generally likes to think of himself as an open-minded, objective person. He likes to think that he is taking into account the agency's point of view, the network's point of view, and the supplier's point of view. He likes to think he does all of these things, and at the same time, he rarely does!

Take a simple thing like the pilot of a television filmed series. The packager is criticized if he spends lavishly on the first effort. Yet, unless it is truly outstanding the advertiser quickly turns to other program alternatives.

Or take a simple thing like a western. The network programs these cowboy epochs because the public likes 'em. That's the basic, fundamental, prime reason, and the ratings prove it. Then the advertiser shies away from westerns because there are "too many of them," "they're all alike," "they have low sponsor identification." But the network answers back, "audiences love them," "look at the ratings," "lowest cost per thousand," "even the reruns do well."

There are always opposing points of view, particularly in a business as fluid and controversial as television. How then do objective advertisers resolve the problems that constantly beset them when they make decisions about their expensive television properties?

Well, one rule I was taught a long time ago is to get all the facts and then decide on a basis of "What's right?" rather than "Who's right?" This, at least, tends to overcome some of the personal and emotional elements present in every major decision.

I talked with a major advertiser the other day whose Saturday night program regularly gets about a 10 Nielsen, far below the average for evening shows in prime time. Everyone is advising this unhappy (?) advertiser to dump his show —that is everyone except his sales department, who regularly report the program is selling his tonic like crazy. Who's right—the people who say you've a sub-standard rating? Or—What's right —a low priced program which sells merchandise quickly and profitably?

One of America's top 10 advertisers discussed television ratings with me not long ago and was forceful in his criticism of all of them. "What I really want to know," he declared, "is not how many are watching my program as much as whether these people are using or going to use my product!" He recently put his money on the line to emphasize this need, so I assume we have the unique case of a truly objective advertiser willing to invest to find out "what's right."

Or take time periods—a subject of much discussion and debate every season. If it's an early time period, one group will vocalize over the fact that it will attract children. Another group will maintain that the earlier periods (around 7:30 p.m.) go to pot in the warm months of the year. Still another group will declare that this is the perfect time period for reaching a true family audience—mother, father, and child. From each side of the fence the arguments bear merit. For each arguer, there is emotional strength supporting his contention. Again, apply the rule of not "who's right," but "what's right" and you may find the deciding solution.

Not too many years ago, I heard advertisers everywhere plumping for three and even four-network competition. Now that three strong networks compete, these same people object to the three-way division of audience. Which side of the fence are *you* on?

For years the battle has raged over filmed fare versus live television. The proponents of film maintain it is more flexible, permitting outdoor and action shots not possible on the stage of the average tv studio. The proponents of "live" television argue for its spontaneity, among other things. Then you tune in and see a live dramatic show interspersed with film, where you not only get the extra-dimension of live tv, but also the freedom of movement provided by film.

The agencies have long collected 15% on packaged television shows. The advertisers—many of them—have objected to this practice, where the program is completely developed and delivered to the air by the program supplier. If you take the agency position, you soon understand their justification of the 15% lies not alone in the particular program but in overall services rendered to an advertiser under the 15% system. If you take the advertiser's negative position, you soon understand their justification lies in paying for direct rather than overall service. Then there is the media position which justifies payment of the 15% to the agency on the basis of having sold the use of the medium to the advertiser and having performed certain accounting functions. Which side of the fence are *you* on—and—what's right?

There is considerable criticism of motivational research, the use of so-called "hidden persuaders" to make the consumer respond to advertising. Here again, it depends on which side of the fence you lie. Research men have one point of view. Creative men another. And advertisers still another.

Who's right? What's right? There's a $64,000 Question for you.

George Joseph Abrams, b. Feb. 14, 1918, Hoboken, N. J. B.S. in business administration, New York U., 1947, M.S. in 1949. First job: newspaper reporter, Orange (N. J.) Evening Transcript. *Into advertising 1934 as advertising assistant, National Biscuit Co.; in 1941 joined Anacin Co. (now Whitehall Pharmacal Division, American Home Products) as product advertising manager; left in 1946 to join Eversharp Inc. as merchandising manager-research director. In 1947 switched to Block Drug Co. as advertising manager, left in summer of 1955 with title of vice president of advertising and sales. In August that year joined Revlon as advertising v.p. Married in 1941 to Mary Della Sablon. They live in Llewellyn Park, N. J.*

Economic Interest and Necessity

THE decision taken by CBS Radio last week cannot have been an easy one. It alters drastically the historic affiliate-network relationship and introduces changes into the traditional concept of radio networking. What it means for the future cannot be sensibly predicted. Obviously, CBS would like to think that economic stability, and perhaps even prosperity, will be one of its end results.

In brief, what CBS Radio proposes to do is (1) "consolidate" its programming, in the process cutting its total program time heavily; (2) change its station-compensation plan so that affiliates will be paid in programs for local sale instead of cash, a concept which Mutual has used—with success, according to MBS authorities—since June 1957.

The CBS decision came as a surprise in the sense that it was not expected in this form at this time. That some new cost-cutting move would be made among the radio networks, however, has seemed inevitable in the face of large and continuing losses. In their search for a solution all the nationwide radio networks have gone through basic and in some cases agonizing changes in programming and/or method of operation. For a while it was touch and go as to whether ABC Radio might not be silenced completely.

This is a lamentable situation. Radio networks are not merely vital to the country's welfare; they are indispensable. Yet they are running at a loss, and there is no bright prospect that they will ever be restored to healthy profitability. In any other field such staggering losses would have been halted long ago by liquidation.

Whether CBS Radio has found "the" answer remains to be seen. The ultimate solution may take other forms, and among different networks it may take different forms. Perhaps, as CBS Inc.'s Dick Salant suggested last week, Washington will be willing to make some concessions to network television in return for network tv's "carrying" network radio. Whatever the changes, one thing is constant: as long as it is necessary to reach people quickly, to inform and instruct instantaneously, the need for radio networks will be as great as at any time in their illustrious past.

Cause and Effect

RADIO networking may be in trouble, but radio in general is not.

The advertising world has learned a lot in the decade since television first burst upon the media scene.

Ten years ago, when the radio networks were faced with an advertisers' strike and began reducing rates, all radio suffered alarmingly.

Today, a network may curtail its operations sharply, but the action will have little economic effect upon other phases of radio operation. Spot and local radio are growing and promise to expand still more. Advertisers who once wrote off all of radio have long since rediscovered it.

As Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana), said last month: "One of the major discernible effects of television has been to make radio a stronger local advertising influence than it had been before."

Mr. Nunn, speaking to the NAB fall conference in Milwaukee [TRADE ASSOCIATIONS, Oct. 20], pointed out that his company relies heavily on both tv and radio, in fact puts 70% of its budget in the broadcast media.

The Standard of Indiana allocation of advertising is part of the inexorable trend toward the general use of two vastly different but complementary media.

A Status Mostly Quo

BY tomorrow night (Nov. 4) the elections will be history. Unless the pollsters have gone completely beserk, there will be few, if any, new faces in important places where regulation of broadcasting is concerned.

The Democrats will control the House and Senate as they have for the past two years, perhaps with even stronger majorities. Thus the divided authority of a Republican administration and a Democratic Congress will continue, but probably with more friction. Both parties will be looking two years ahead to the Presidential elections.

What broadcasting can expect from the 86th Congress is more of the same buffeting it received from the 85th. Broadcasting, especially television, commands public attention. When politicians talk about broadcasting—especially if they talk critically—they command public attention too.

Drawn for BROADCASTING by Sid Hix

"Our editorial today: Lax enforcement of the stray-dog ordinance."

Congress, through the House Legislative Oversight Committee havoc of last year, has made a shambles of the FCC. Even when the Commission was about to recover by itself reopening cases in which allegations of *ex parte* contacts had been made, the Supreme Court has delivered several haymakers, promptly headlined by the press as "misconduct" charges, which they were not. These incidents have made the FCC's lot perhaps the toughest among all administrative agencies.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and its free-wheeling Oversight Subcommittee, will be back. He faces only token opposition. It isn't likely that the subcommittee will get additional funds next Congress. But Mr. Harris already has scheduled post-election hearings under the authority of the current Congress. And his full committee, if so disposed, can carry on where the subcommittee left off with its own funds.

Sen. Warren G. Magnuson (D-Wash.) will be back as chairman of the Senate Commerce Committee, since he was not up for election. Most of the other committee chairmanships which touch the fringes of broadcasting will continue unchanged.

The next two years leading up to the 1960 elections are destined to be rough for broadcasting and broadcasters. NAB President Harold E. Fellows emphasized this during the fall conferences.

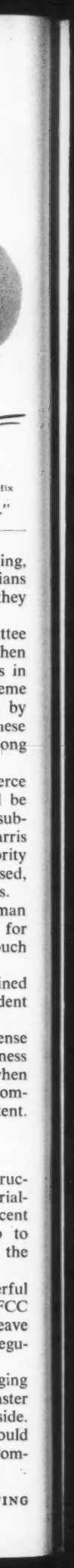
There is only one defense. That is the strongest possible offense against Congressional or regulatory intrusion upon the business of broadcasting. That is what Congress originally intended when the first Radio Act was written in 1927. The courts, the Commissions and power-hungry politicians have distorted this intent.

Illinois' Editorializing Idea

AT last a broadcasting group has come forward with a constructive plan to help push away the barriers to station editorializing. Illinois Broadcasters Assn. took a forward step at its recent meeting when it proposed formation of an industry group to acquaint the FCC, Congress and other official agencies with the illogical rules and dicta that govern broadcast editorials.

As this publication has repeatedly pointed out, a powerful public service technique is used only sparingly because the FCC has muddled the situation with conflicting policies that leave management caught between a desire to serve and a fear of regulatory rebuke or even loss of license.

The Illinois group put its finger on a key problem by urging elimination of the requirement that an editorializing broadcaster *affirmatively* seek out responsible persons to present the other side. Other state associations should take up the Illinois idea. It should be the top item at the meeting of NAB's Editorializing Committee, tentatively set for Dec. 9.



The Man in the KPRC-TV Shirt

ADVERTISING MEN are beginning to realize that it is ridiculous to spend time, talent, and money on hand-tailored advertising campaigns and then spoil the effect by placing this custom advertising on ordinary television stations. Hence the growing popularity of KPRC-TV in Houston, Texas, which is in a class by itself.

KPRC-TV advertising wears infinitely longer—a matter of many months. It makes your products and service more attractive and more distinguished because of the subtle methods of presentation. The whole manner is more *generous*, and therefore, more *comfortable*. Short pauses are just a little longer and stay in your mind. Even the station-identifications have an ante-bellum elegance about them.

Above all, KPRC-TV makes up its daily telecasts from remarkable sponsors, collected from the four corners of the nation. You will get a great deal of satisfaction out of being in the company of other advertisers of such impeccable taste.

KPRC-TV is run by a small company of dedicated television men in the City of Houston, Texas. They have been at it, man and boy, since 1949. You'll find all the pertinent data in SRDS, or write to Jack McGrew, Station Manager, or Edward Petry & Co., National Representatives.

...with top CBS-ABC-NTA network programs in America's 37th TV market

CBS

Gunsmoke
Have Gun Will Travel
Playhouse 90
Jack Benny
Ed Sullivan
Alfred Hitchcock
G.E. Theatre
Phil Silvers
Person to Person
Perry Mason
Oh Susanna
Jackie Gleason
Name that Tune
December Bride
The Millionaire
I've Got A Secret
Danny Thomas
Red Skelton
To Tell the Truth
Douglas Edwards
What's My Line
$64,000 Question
Lassie
Bachelor Father
20th Century
Hit Parade
Trackdown
Zane Grey
Lux Playhouse
Wanted Dead or Alive
Robin Hood
Mighty Mouse
Garry Moore
Captain Kangaroo
For Love or Money
Play Your Hunch
Arthur Godfrey
Top Dollar
Love of Life
World Turns
Jimmy Dean
House Party
Big Payoff
Verdict is Yours
Edge of Night
Secret Storm
CBS Hockey
Pro Football

ABC

Cheyenne
Sugarfoot
Zorro
Walt Disney
Lawrence Welk
Rin Tin Tin
American Bandstand
Mickey Mouse Club
Wed. Night Fights
Voice of Firestone
Pat Boone
The Lawman
Patti Page
All-Star Golf

NTA

This Is Alice
Man Without a Gun
How to Marry A Millionaire
TV Hour of Stars

as for coverage, NCS #3 confirms Channel 9 domination in the rich Upper Ohio Valley.

A Member of the Friendly Group Stations:
KODE-TV, WBOY-TV, WSTV-TV
52 Vanderbilt Ave., N.Y. • 211 Smithfield St., Pittsburgh
Represented by Avery-Knodel, Inc.

WSTV-TV